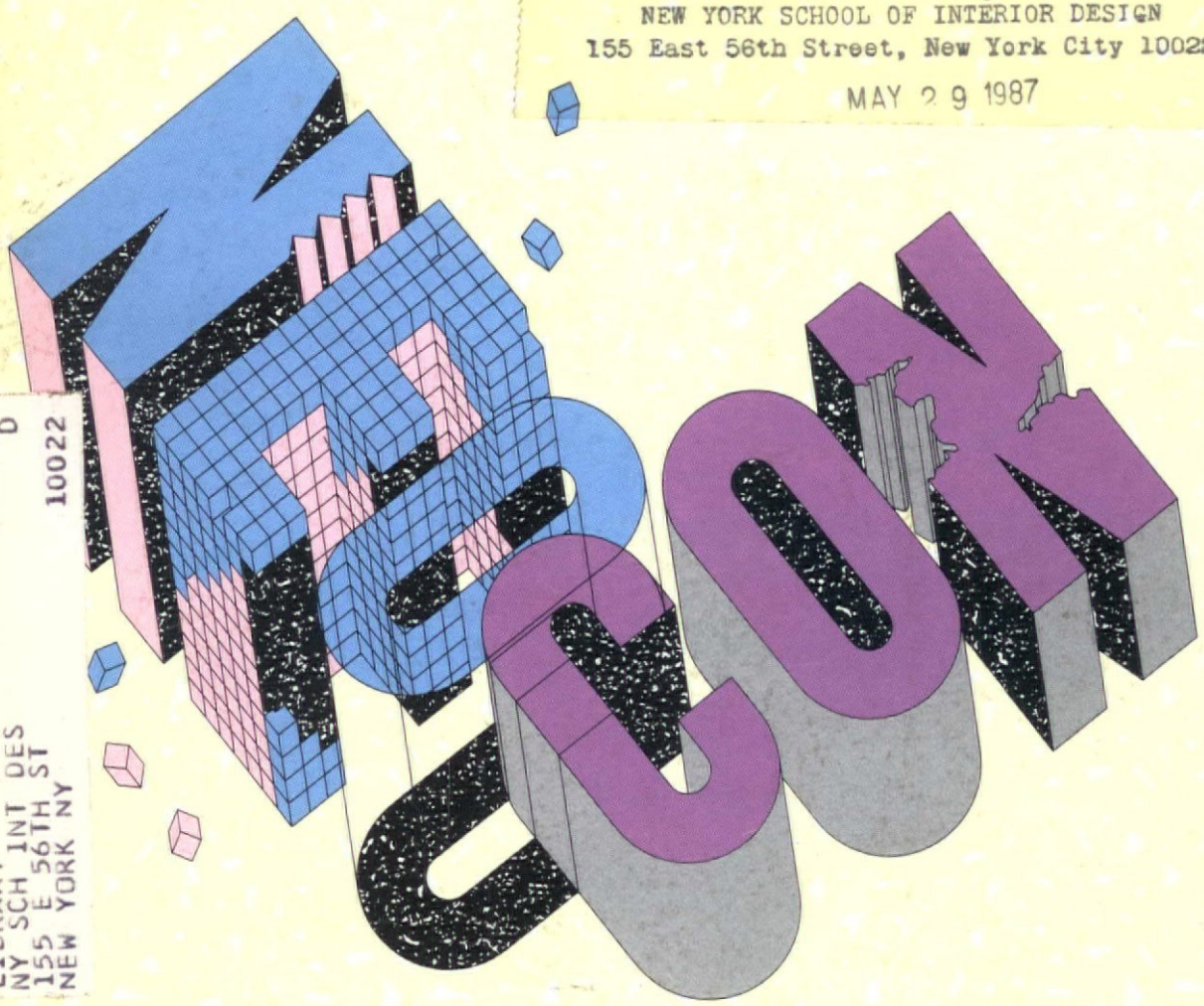
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May 1987

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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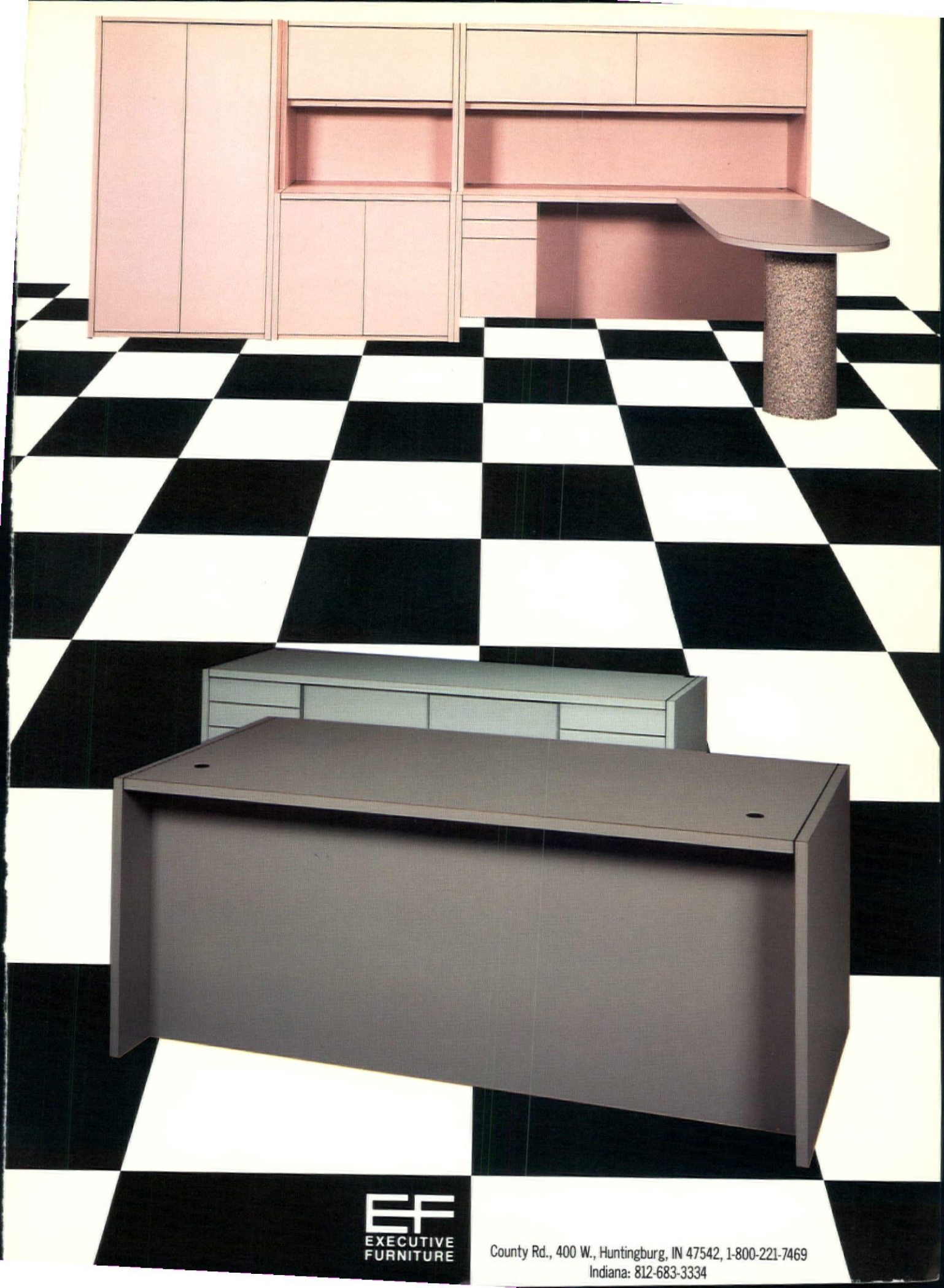


WORLD CONGRESS
on Environmental
Planning & Design
June 9-12

PULL-OUT GUIDE
to Merchandise Mart
floors & showrooms

FOREIGN EXHIBITS
and new show
at ExpoCenter

PROGRAMS
to educate, inform,
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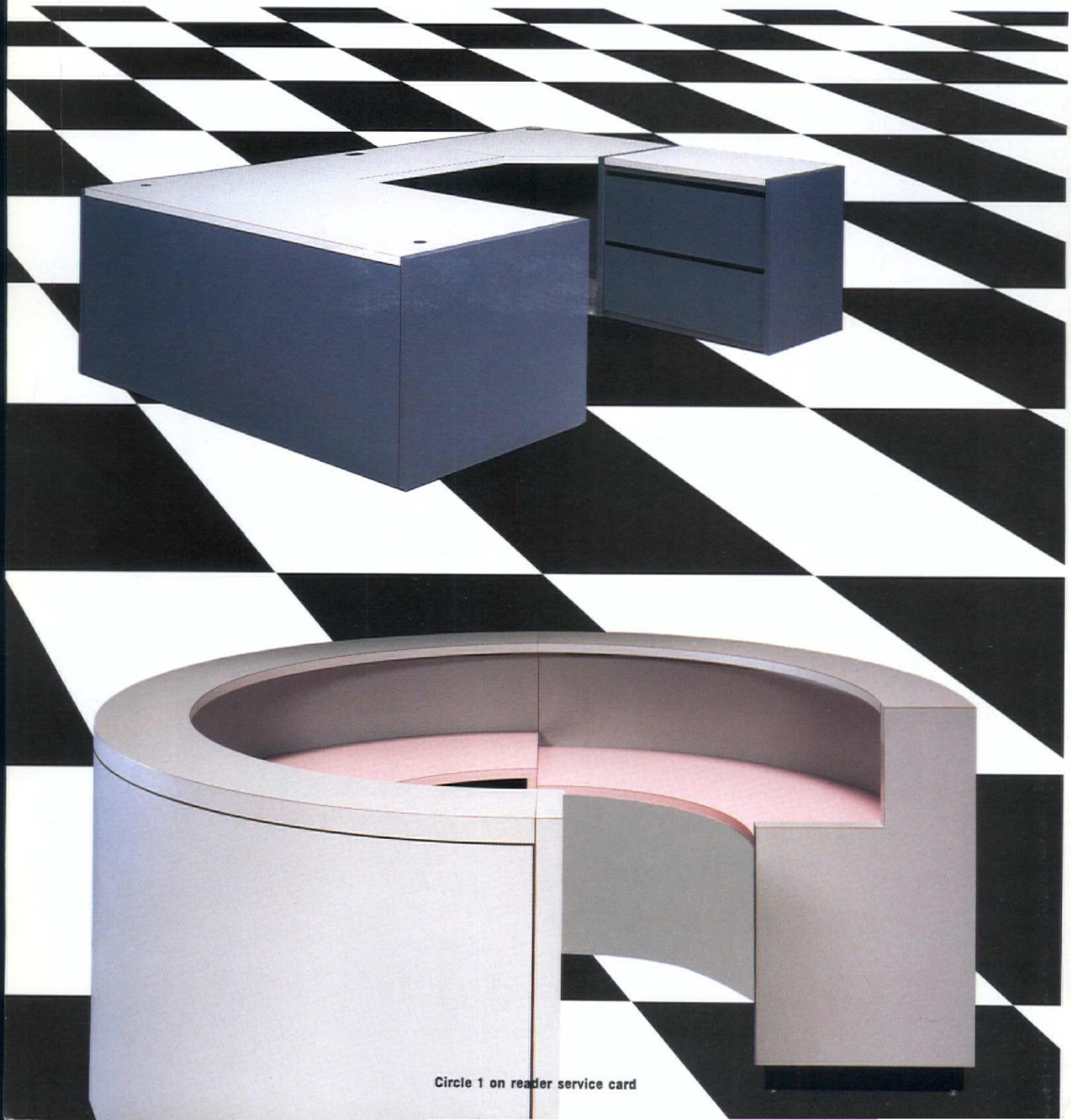
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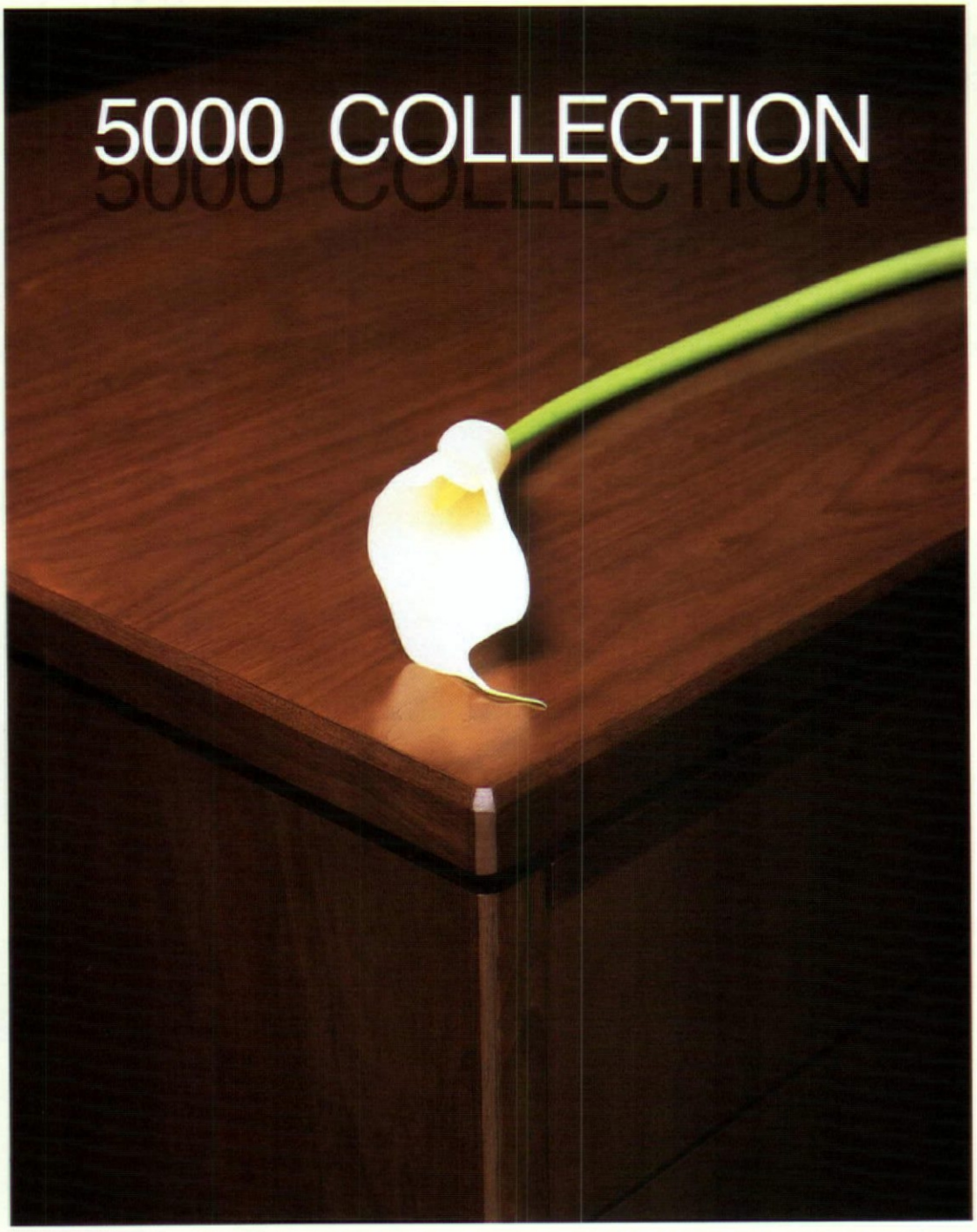
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The official NEOCON 19 graphic design by Japanese designer Takenobu Igarashi is featured on the cover. Show coverage begins on p. 254.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

Vol. 29, No. 5
May 1987

254 NEOCON 19 COUPLES IDEA EXCHANGE WITH NEW PRODUCT

256 NEOCON Survival Tips

258 Programs & Events Designed to Educate, Inform, Amuse, & Entertain

262 Faces at NEOCON

263 Pull-Out Guide to Floors

265 Floor 6: New fabrics sizzle with color

268 Floor 8: The office updated

274 Floor 9: New lines shine on nine

280 Floor 10: Electronics, ergonomic seating dominate intros

288 Floor 11: Chairs top list of intros

296 Floor 12: A new look at the executive office

298 Floor 13: Indoor & outdoor eye-openers

300 Floor 16: Multi-faceted seating solutions

302 Floor 17: Designs go from casual to chic

304 Floor 18: Texture & pattern stand out

307 International & Environmental Planning Expo

309 Other Chicago Exhibits

311 NEW INDUSTRY GROUP PROPOSED BY BIFMA
'Association of Associations,' new stance on fire regulations, & Orient tour

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DEPARTMENTS

7 Commentary

11 Letters

19 Contract News

24 Designed for Laughter by Michael Saphier

32 Contract Update

68 Contract Business: New York Marts

77 Color Line

89 Lighting Line

114 Special Marketing Report: Atelier International

124 Product Designer Profile: Peter Buhk

135 New for the Specifier

146 Product Showcase: Loewenstein

156 Product Showcase: Brunschwig & Fils

168 Product Showcase: B.F. Goodrich

229 People News

246 Coming Events

315 Products & Services

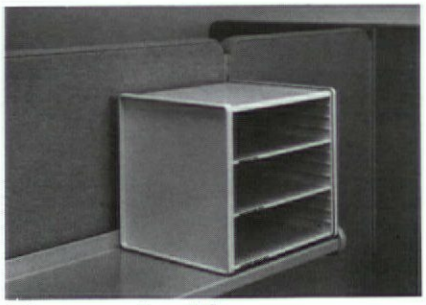
342 Catalogs & Brochures

345 Classified

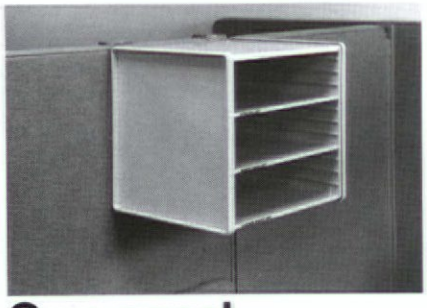
347 Advertising Index



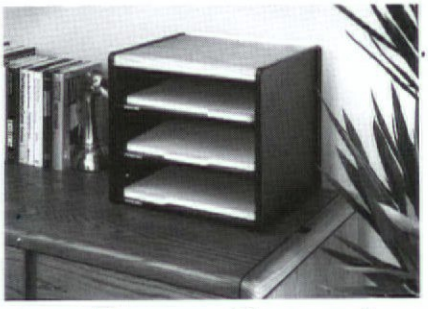
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CONTRACT

Volume 29, No. 5

June: Executive Buyer Edition/Offices offers bonus circulation to 5,000 office executives at law, accounting, and brokerage firms. Several outstanding office installations will be reviewed along with a product review of Contract Carpets. Coverage of the latest trends in seating, along with a photo directory of the latest introductions will be featured in the World of Contract Seating Directory. Previews of the International Carpet Market, July 19-24, Atlanta; and the ASID National Conference, July 22-26, Toronto will also be included, with bonus distributions at the ASID show.

July: 15th Annual Open Plan Specifier's Guide gives a comprehensive guide to selected products, sources, and services for the designer/specifier of open plan installations. A product review of Floor & Underfloor Developments in Open Plan, covering access flooring, flat wire, carpet tile, and HVAC distribution is featured. New signage introductions are also featured in a Signage Preview. Coverage of the Workspace show, September 1-2, San Francisco, is presented in this issue which has year-long distribution to new subscribers.

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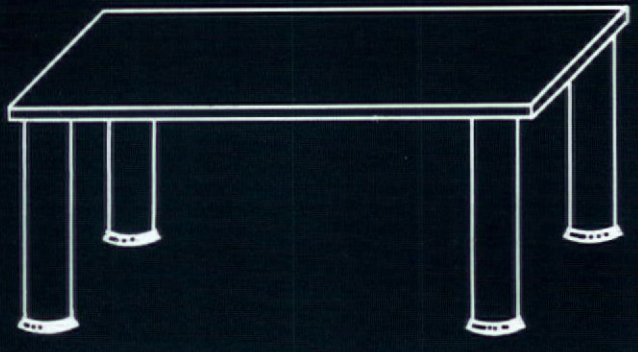
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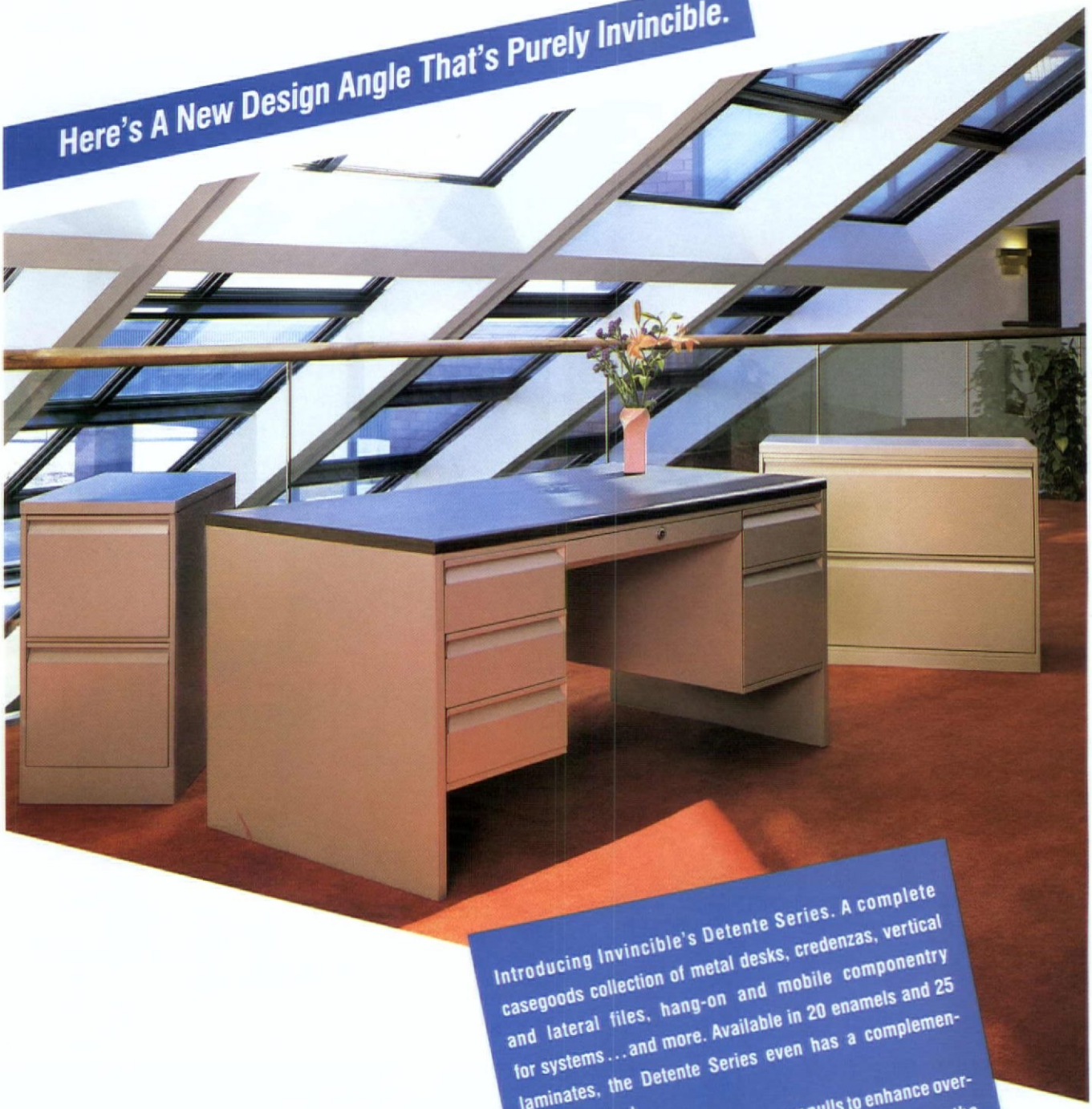




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CONTRACT

COMMENTARY



FUNDS REQUIRED FOR N.Y. LICENSING

This year, as always, there is no free lunch! For the design community, passage of a vital licensing bill in New York State is predicated on an educational campaign for legislators that costs money. Without that funding, the bill could be defeated and the costly lobbying process would start all over again next year. In effect, the time for furniture and furnishings suppliers and the design community to generously open their purse strings is now.

The District of Columbia and several states already have passed interior designer licensing laws to promote the health, welfare, and safety of the public. A similar result in New York State is equally important.

Such legislation is critical to the survival and autonomy of the interior design profession.

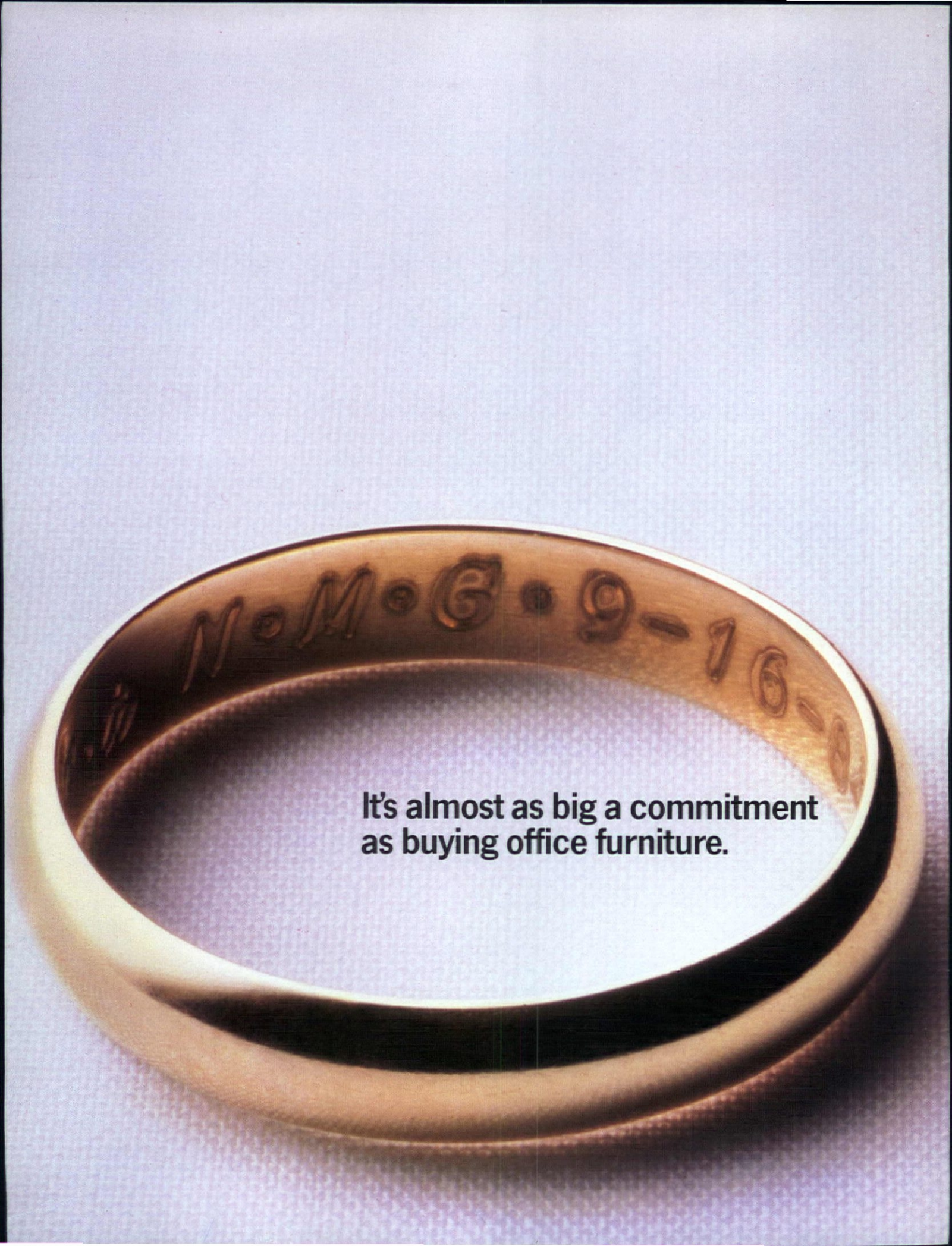
Defeat of the current bill could threaten New York's interior designers since some architectural associations are now actively attempting to define interior design legislatively under their own licenses. The end result could be the legal exclusion of professional interior designers. Suppliers, too, could suffer economic harm from losing an entire body of specifiers, should the unthinkable happen.

The composition of the Interior Designers for Licensing in New York (IDLNY) group illustrates broad support for "Licensing Now!" As of this publication, a sixth group, the Institute of Store Planners, has joined the American Society of Interior Designers, Decorators Club, Institute of Business Designers, International Society of Interior Designers, and the National Home Fashions League in fighting for passage of the bill.

But it takes money to do that. Your help is earnestly solicited now. Send your contribution to IDLNY Campaign Headquarters, 14 East 60th St., Suite 301, New York, NY 10022.

Lou Conlin

Co-publisher/Editor


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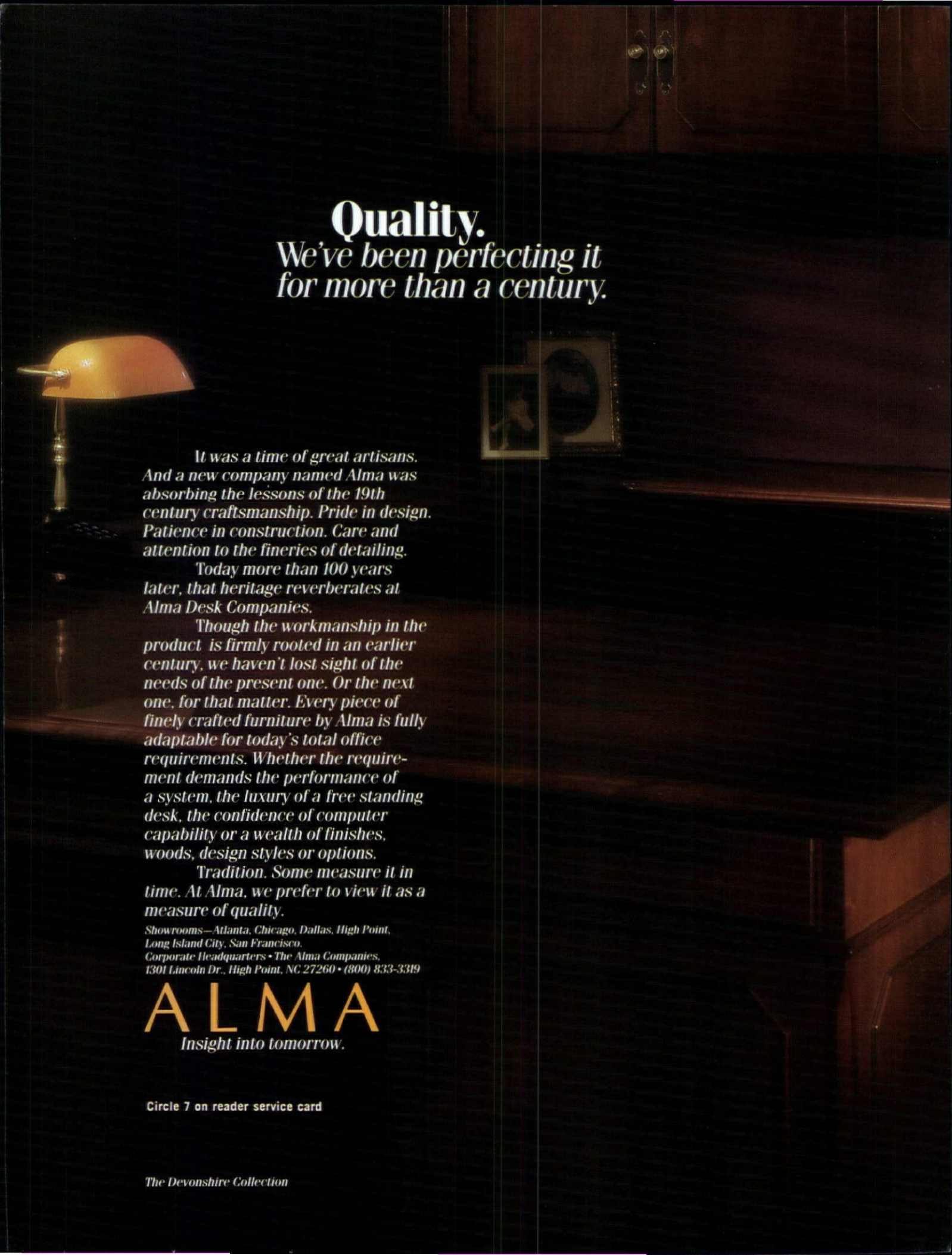
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The Devonshire Collection

Published work reinforces pride

Dear Editor: I was very pleased to see the article on Greenway Shop-Rite Plaza in the December 1986 issue. Seeing the project through your eyes reinforced our pride in what was a complex, yet exciting project for us. Thanks for the opportunity to share this with CONTRACT's readers

KENNETH D. NARVA
Planned Expansion Group Inc.
White Plains, N.Y.

Column highlights firm's product

Dear Editor: I want to congratulate CONTRACT on the December Lighting Line column which describes Ballinger Design Associates design scheme for the Sweet Things candy and gift store located at Claypool Centre, Indianapolis, Ind.

On behalf of Lightolier, I would like to thank you for previewing a design project that includes our product. Thanks for your support.

MICHAEL WHELAN
President
Lightolier, a GENLYTE Co.
Secaucus, N.J.

Appreciates interest and accuracy

Dear Editor: I want you to know how much I enjoyed the article on Walker Group/CNI in CONTRACT's December retail design issue. I really appreciate your interest in our work and the accuracy with which the article was written. Many thanks for your efforts.

KENNETH H. WALKER, AIA
President
Walker Group/CNI
New York, N.Y.

Likes hotel coverage

Dear Editor: Thanks for the excellent coverage of the Waterford Hotel in CONTRACT's October hospitality design issue.

We are very pleased with the article and look forward to working with CONTRACT in the future.

VELESA SULLIVAN
Index The Design Group
Laventhol & Horwath
Houston, Tex.

Concurs with 'Truth in Numbers'

Dear Editor: I read your editorial, 'Now is the Time for Truth in Numbers' in the March issue, and want to thank you for writing it. It would be nice to have a little more honesty in our industry. It reminds me of a very poor market many years ago when I way a buyer and working the Furniture Mart in Chicago. One rep asked another how he was doing, and he said, "Not bad, I just sold two cars." The other guy said, "Really?" His answer was, "Yes, mine and my wife's."

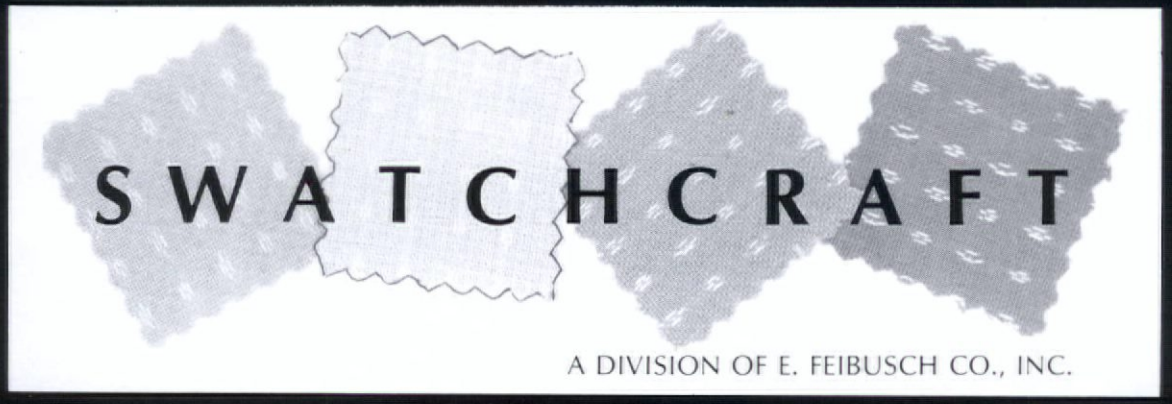
HANK LOEWENSTEIN
Loewenstein/Oggo
Pompano Beach, Fla.

ERRATA

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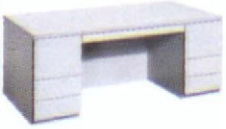


It's a dangerous place. Hacking your way through the thick underbrush of confusing product lines, or facing the gaping jaws of overinflated prices, it seems there's no easy way out.



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So, are you going to take the perils of the contract jungle lion down? Don't let yourself get cheetahed out of great value. Ask for your High Point Furniture Industries guide now. You'll be happy as a hyena. We'll bet our baboon on it.



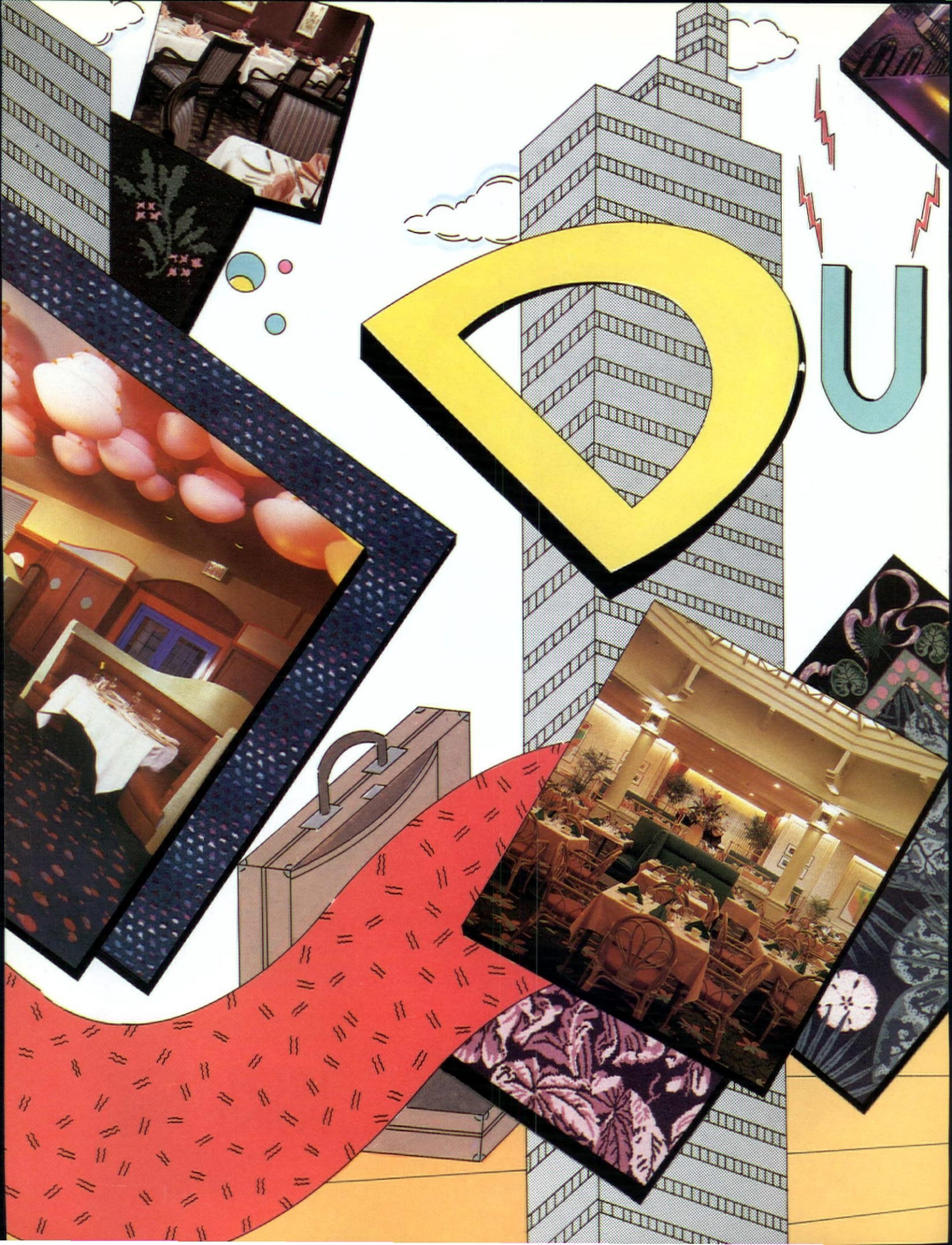
See us at **Neocon** and get a first hand look at the way out of **The Contract Jungle.**

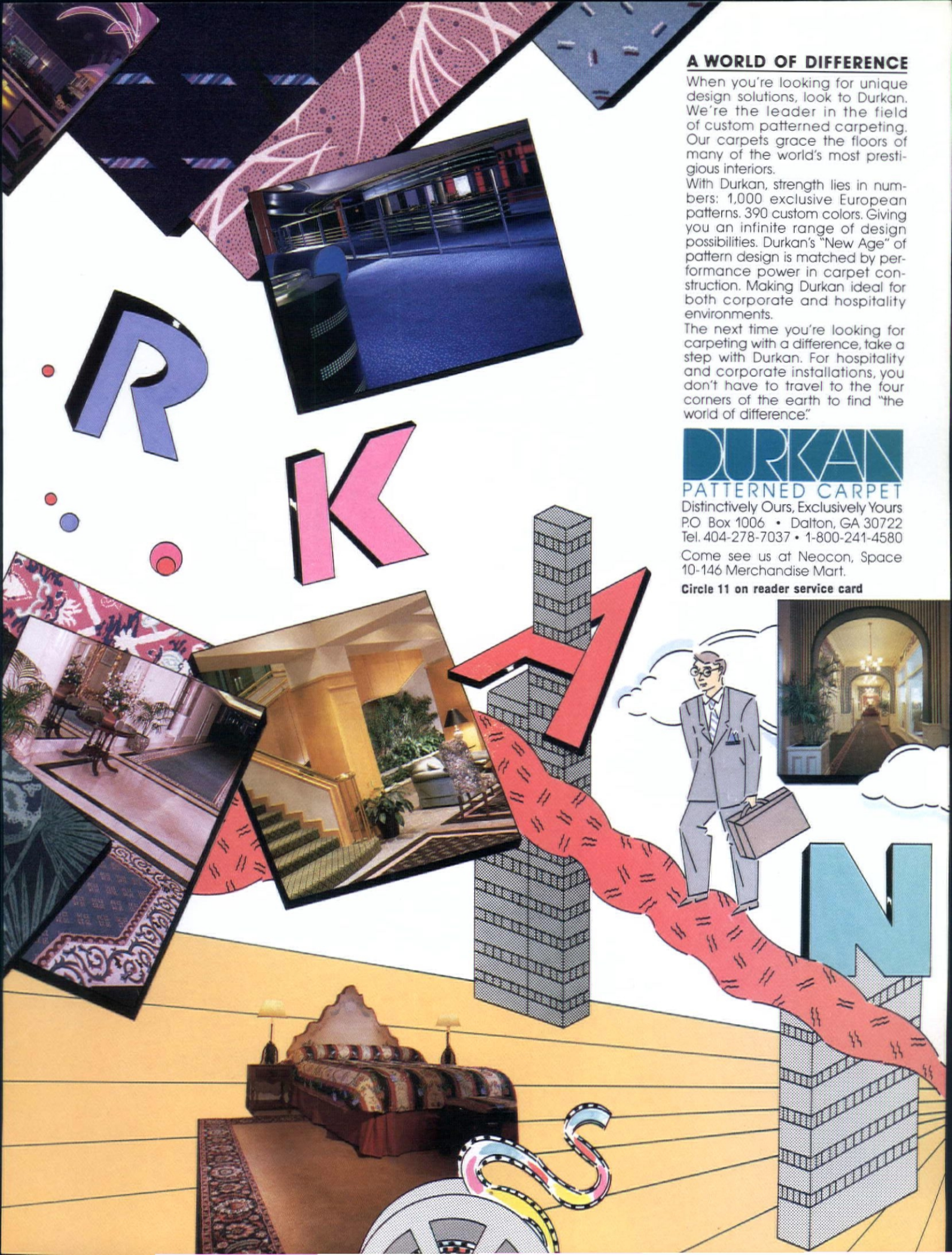
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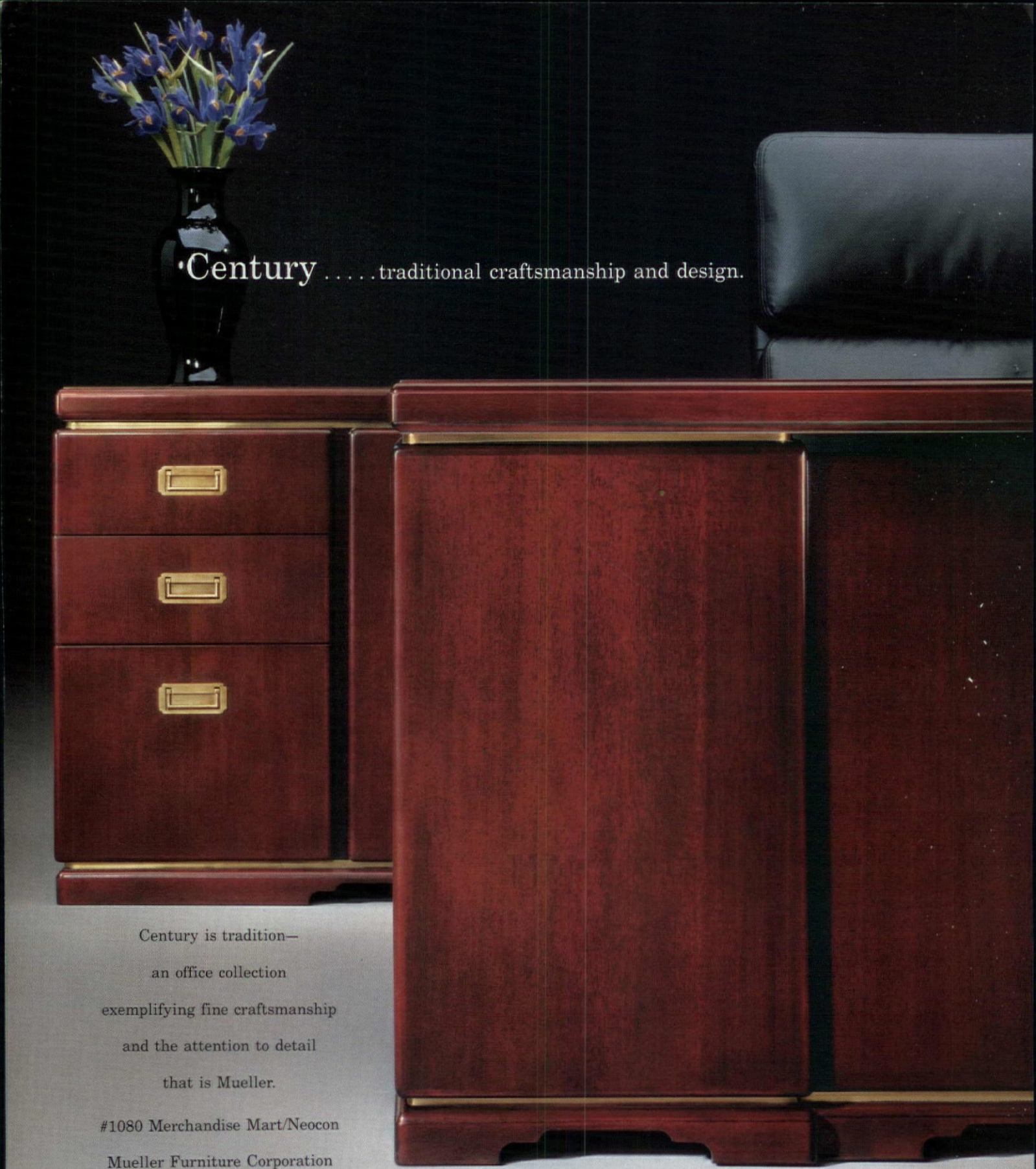
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AIA Convention, June 19-22, offers tutorials, plus federal agency interview programs

Orlando, Fla.—Software tutorials and federal agency interview programs are some of the many attractions that are expected to draw about 5,000 attendees to the American Institute of Architects' (AIA) 1987 National Convention and Design Exposition, June 19-22, Orlando, Fla.

Showgoers can view the latest architectural products, services, and systems offered by more than 200 exhibitors. Themed, "Architecture '87: Fact, Future + Fantasy," the convention will take place at the Orange County Convention/Civic Center.

The convention will feature more than 200 learning programs, including forums on topics ranging from the implications of tax reform to the "imagineering" innovation of Walt Disney's heirs. Attendees will have the chance to take an exclusive behind-the-scenes look at the design, management, and operation of Disney World and EPCOT Center.

Tutorials debut this year

Computer software tutorial programs located in the exhibit hall are new this year. Representatives from major software suppliers will be applying their programs to identical problems, so architects can test a variety of systems.

Tutorials are offered as a series of 50-minute "hands-on" tutorials/demonstrations on PC-CADD, financial management, and product management. Each session will be limited to no more than eight participants and will cost $35, payable at convention professional development registration.

The federal agency interview program is a "how to" on obtaining design contracts with the federal government. Added to this year's program is a workshop on how to fill out federal standard forms, how to list general qualifications, and how to apply for specific projects. There will be a panel discussion by federal agency representatives on contracting topics, including A/E selection and evaluation. Attendees can sign up for this program when registering at the convention site.

The federal interview program at booths 1060-1076 and the computer software tutorials at booths 145-169 are open during exhibit hall hours on Friday, from 11 a.m. to 3 p.m., and Saturday through Monday from 10 a.m. to 3 p.m.

Among the speakers slated for the conference are:

Renowed Japanese architect Kenzo Tange, Hon. FAIA, will preside at the Exhibit's grand opening ceremony Friday, June 19 at 11 a.m. Tange will hold a wide-ranging conversation on architectural issues of global interest following the exhibit hall opening.

Specific markets and adjusted client needs stemming from economic and tax realities will be examined at 2:30 p.m. on Saturday in the construction market forum, moderated by *Boston Globe* architecture critic Robert Campbell, AIA. A blue-ribbon panel will include Walter Heller, the noted economist, educator and advisor to Fortune 500 firms.

A client-architect forum at 2:30 p.m. on Sunday will explore ways to strengthen the relationship between architects and their clients. The discussion will feature executives of the Disney Development Co.; Houston developer Gerald D. Hines; Robert J. Boerema, AIA, Florida Department of General Services; Roger L. Pickar, president, Marketing Consortium; and architects A. Eugene Kohn, FAIA and Antoine Predock, FAIA.

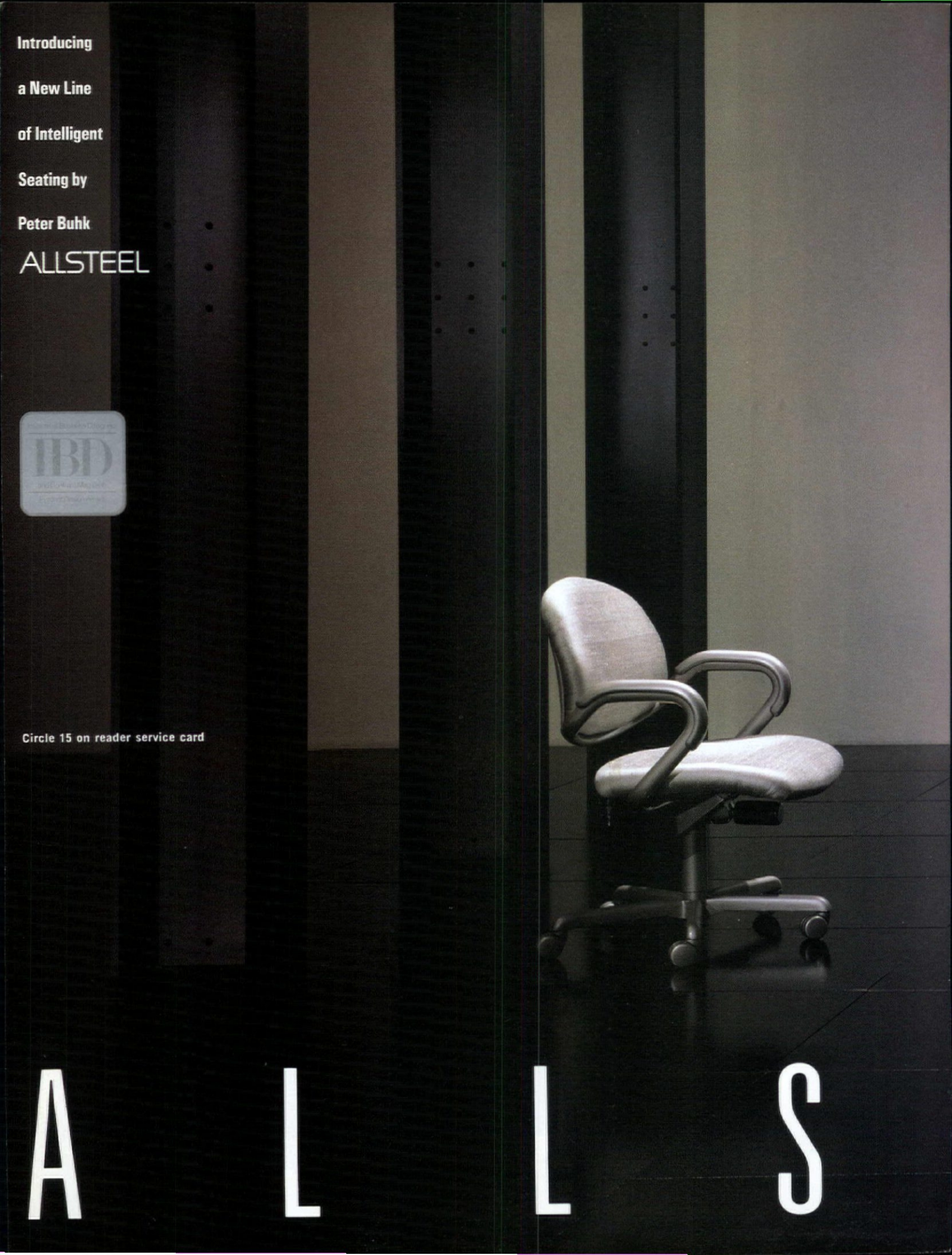
Johnson & Burgee to speak

Philip Johnson, FAIA, will deliver a major commentary on directions in American architectural design at 5:30 p.m. on Monday. Joining him to explore the future of architectural design will be John Burgee, FAIA, and three architecture critics. They are: Kurt Andersen, *TIME*; Paul Gapp, *Chicago Tribune*; and Paul Goldberger, *The New York Times*. The discussion will be moderated by Franz Schulze, Jr., professor of art, Lake Forest College. He is currently writing a biography of Johnson.

For more information, call 202/626-7349.



Philip Johnson, FAIA and John Burgee, FAIA (above, left) team up to deliver a talk on directions in American architecture at the AIA convention in June. Developer Gerald D. Hines (above, right) participates in a client architect forum during the annual national conference.


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'Creative Visions' competition launched

Mishawaka, Ind.—"Creative Visions," a space design competition created to set designer concepts free, has been announced by Uniroyal Plastics Company, Inc., producers of Naugahyde®, with the cooperation of CONTRACT Magazine. Evaluating whatever techniques or media that best express the designer's own interior design creativity, the competition will award a grand prize and honorable mentions for designs that "soar on the wings of your imagination—unfettered by technical or budgetary limitations."

Seek fresh perspectives

The competition invites designers to use color in new and unique ways to create innovative commercial interiors that ignore tradition, giving fresh, new perspectives.

Entries can represent either conceptual or real facilities and may focus on any type of contract interior, including offices, hotels, restaurants, retail premises, renovations, hospitals, public areas, libraries, banks, schools, health clubs, institutional, or cultural facilities. Only residential designs are ineligible.

Winners will appear in full color in January 1988 CONTRACT. Grand prize winner will receive a special original design in Baccarat crystal. Runners-up will receive special award certificates and "Creative Visions" Nauga dolls, which also will be presented to the contest's first 50 applicants.

Use any media

Sponsored by the creators of Naugahyde®, the competition asks entrants to submit conceptual and/or actual designs using any media—color renderings, color drawings, sketches, photographs, and so forth. There are no restrictions on use of materials, with the exception that Naugahyde® brand coated fabric must be used as an integral part of the design.

No entry fee is required and there is no limitation on the number of submissions.

Judging will take place October 14, 1987 in New York by a panel that includes: Norman Bleckner, vice president, sales/design, The Exhibit Group N.Y.; Len Corlin, co-publisher/editor, CONTRACT magazine; Charles Gelber, FIBD, The Charles S. Gelber Design Group; Kerwin Kettler, academic dean, New York School of Interior Design; Neville Lewis, vice president, Neville Lewis Associates; Marie Logothetis, president, Institute of Business Designers, N.Y. Chapter, and principal, Marie Logothetis Design; and Fran Wilson, ASID, principal, Associates in Design.

Coordinator of the competition is Michele Zelman, Gibbs & Soell, Inc., 126 East 38th St., New York, N.Y. 10016, from whom applications may be solicited. Naugahyde® samples or swatches are available from Zelman at 212/481-4488, or Fred Belyea, Uniroyal, Inc., 312 N. Hill St., Mishawaka, IN 46544; 219/256-8443.

CONTRACT/IDB announces annual competition dates and judges

New York—CONTRACT Magazine and the Institute of Business Designers (IBD) has formally announced the 1987 Product Design Competition, its judges, and awards presentation.

The purpose of the CONTRACT/IBD Competition is to recognize manufacturers and their product designers for innovative and exceptional design in contract furnishings and related items. Eligible entrants are manufacturers of contract furnishings and related items introduced within the past year.

Judges for this year's competition are: Karen Daroff, president, Daroff Design, Inc., Philadelphia, Penn; Orlando Diaz-Azcuy, IBD, vice president/design principal, Gensler and Associates, architects; and owner, Orlando Diaz-Azcuy Designs, San Francisco, Calif.; Sandra Ragan, IBD, national president, IBD, and owner, Friday Design Group, Washington, D.C.; and Michael Wirtz, FIBD, Michael Wirtz Designer, Inc., Boca Raton, Fla.

Products will be judged in 28 categories; the same categories as last year, and the entry deadline is August 10, 1987. Entry kits are available through the IBD. To enter and obtain the kit, which is designed to hold photographs, 35mm slides, and forms for product descriptions, send a check for $100.00 (IBD members) or $150.00 (non-IBD members) to the IBD National Office, 1155 Merchandise Mart, Chicago, IL 60654. For additional information about entering, call 312/467-1950.

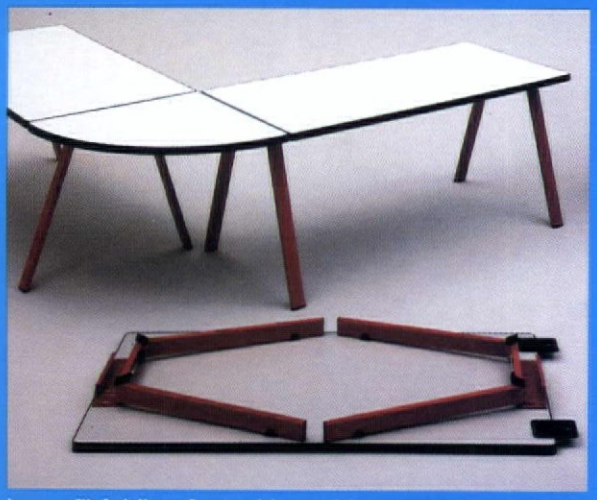
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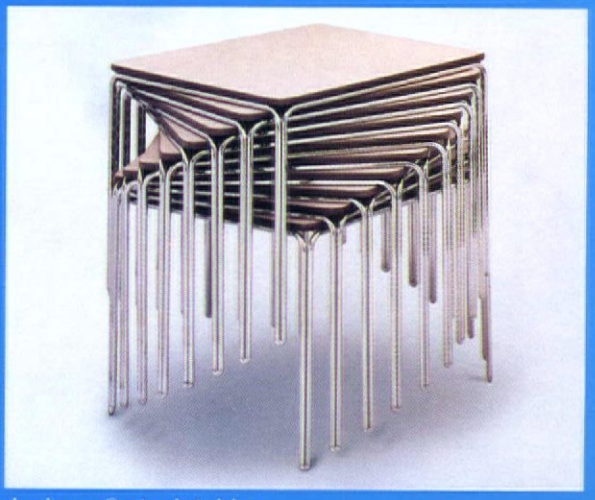


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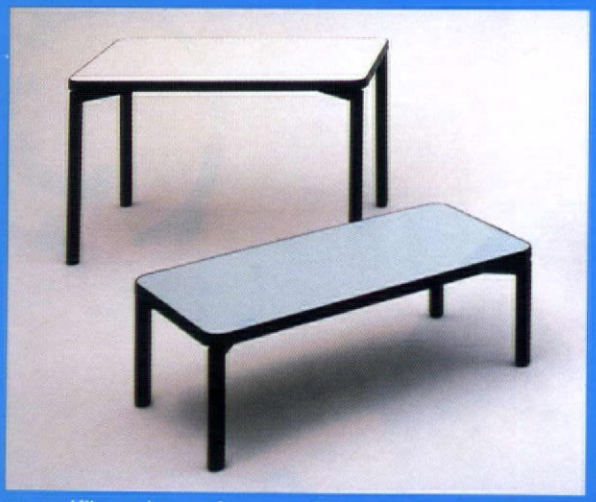
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S.M. Hexter awards program salutes winners for interiors of the year

New York—Winners of the 29th Annual S.M. Hexter Awards Program for "Interiors of the Year" have been announced. The program is sponsored by the S.M. Hexter Co., a supplier of fine fabrics, wallcoverings, floorcoverings, and furniture, but entrants are not required to use the sponsor's products.

C. Scherer Byrd, ASID, Tokerud & Byrd Interior Design, Inc., Houston, won the $2,500 first award in the contract category. His submission was the reception area and chief executive office of General Affiliates, Houston.

Two honorable mentions were presented in the contract category. Robert J. DiLeonardo, ASID, DiLeonardo International Inc., Warwick, R.I., was honored for his design of Stanford's American Bar & Grille in the Omni Biltmore Hotel, Kennedy Plaza, Providence, R.I.

Sperantza A. Sobol, ASID, S.A.S. Interior Design, won honorable mention for The Common Ground Cafe at the University of Rochester, New York.

Entries were judged for originality of design, coordination and use of color, integration of the interior furnishings, and adaptability of the room to its function.

Judges for the competition were: Joy E. Adcock, FASID, national president of ASID and director of design, Michigan State University; Helen C. Griffith, editor, *Southern Accents* magazine; Jennie Pugh, IBD, national vice-president, IBD, and associate of CoryHiebert, Irving, Tex.; Jay Spectre, ASID, Jay Spectre, Inc., New York; and Bebe Winkler, ASID, Bebe Winkler Interior Design, New York.



First award in the contract category for the S.M. Hexter Interiors of the Year went to C. Scherer Byrd, ASID, Tokerud & Byrd Interior Design, Houston, for CEO's office of General Affiliates.

Larsen exhibit previews in N.Y.

New York—Interlacing: The Elemental Fabric, curated by textile designer and scholar, Jack Lenor Larsen is among the "3 New Shows" launched at the American Craft Museum, 40 West 53rd Street, New York City, last month. This is the second exhibition for the American Craft Museum which opened last fall with Craft Today: Poetry of the Physical, which demonstrated the building's ability to host a large and diverse exhibit.

Interlacing, the Larsen exhibit supported by a major book (Kodansha Intl, 1986), demonstrates man's earliest plaited fabrics as a basis for fiber art of the '80s. This includes baskets, mats, toys, fans, jewelry, and sculpture. Interlacing will run through July 17.

The Saxe Collection: Contemporary American and European Glass is an exhibit of 63 pieces of glass sculpture made since 1980. The third show of the program features the Recent Acquisitions from the Permanent Collection of the American Craft Museum.



This 6-ft. woven straw figure from Mexico is part of the American Craft Museum's exhibit on "Interlacing," curated by Jack Lenor Larsen.

DIFFA hosts Warehouse Sale as '87 fundraiser

Long Island City, New York—Many top design and home furnishings manufacturers will forego their own warehouse sales this year in order to participate in "The Ultimate Warehouse Sale," a benefit for The Design and Interior Furnishing Foundation for AIDS (DIFFA). This four-day event—the first of its kind—will run from Thursday, June 25 through Sunday, June 28, 10:00 a.m. to 5:00 p.m. in a 30,000-sq.-ft. garage at the International Design Center of New York (IDCNY), and is open to the general public. Merchandise from Knoll, Furniture Consultants, Inc., Les Prismatiques, SunarHauserman, Quadrille, Jack Lenor Larsen, Artemide, Scalamandre, Stendig, Lee Jofa/Groundworks, and Rosecore, among others, will be featured.

"The sale is an ingenious idea for the manufacturer," says Edward Bitter, president, Scalamandre. "We all have closeout shops for merchandise which is no longer of use to the firm. This way we can sell this merchandise while helping people with AIDS." Proceeds of all sales stay with manufacturers. DIFFA makes money from both the rental of booth space at IDCNY (A 125-sq.-ft., 250-sq.-ft., or 500-sq.-ft. space may be rented for $1,500, $3,000, or $5,000, respectively), and from the $10 requested entrance fee.

DIFFA hopes to raise more than one-quarter of a million dollars from the event, and reports that the industry thus far has been very supportive: "In this industry in particular, most of us have been touched personally by this dreaded disease," reflects Arthur Sager, senior vice president, Knoll. "It's just human nature to want to do something, in some way, shape or form, to help."

The money raised from the sale will go to organizations providing direct services to people with AIDS, including financial aid, housing, public education, and research into the cure and treatment of the disease.

A gala kick-off benefit preview reception will be held on Wednesday, June 24, the eve of the sale. Gala tickets are $100 per person. For further information on the sale or the preview reception, write or telephone DIFFA, The Ultimate Warehouse Sale, P.O. Box 5176, FDR Station, New York 10150, telephone 212/580-3311, or 502-0130.

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Expansions: Gunlocke builds 150,000-sq.-ft. plant

The Gunlocke Co., which manufactures wood office panel systems, desks, and seating, has expanded into a 150,000-sq.-ft. plant, warehouse, and office complex on 57 acres in Avon, N.Y. The facility is located near the company's headquarters and plant in Wayland, N.Y...**Merchandise Mart Properties Inc.** has leased two parking lots containing up to 900 spaces, located near The Merchandise Mart and The Chicago Apparel Center...Designed as a futuristic space, the new 3,200-sq.-ft. **FORMA** New York Studio office was created by L. Arnie Chinn...**Welton Becket Associates** has relocated its Chicago office to larger quarters at 200 Adams St...**Facilitec,** a Tempe, Ariz., contract interiors firm, has moved to larger headquarters at 1860 W. University Dr...**Excel Wood Products Co.** has opened a 95,000-sq.-ft. assembly plant, warehouse, and showroom facility in Phoenix...**Swanke Hayden Connell Architects,** New York City, is establishing an office in London...**Royal Pacific Inc.,** the West Coast warehousing and distribution facility for Magicsilk Inc., Moonachie, N.J., has opened a newly-expanded complex in City of Industry, Calif. Expansion has doubled to 50,000 sq. ft.: the size of the previous facility...**Allibert Inc.,** a manufacturer of resin outdoor furniture, is constructing a 100,000-sq.-ft. manufacturing and warehouse facility in Charlotte, N.C., scheduled to be fully operational by September 1, 1987.



Gunlocke is expanding into a 150,000-sq.-ft. facility in Avon, N.Y., located near the company's headquarters in Wayland, N.Y.

IBD fellowship campaign heats up

Chicago—The Institute of Business Designers (IBD) Foundation's $10,000 fellowship campaign is in full swing. The foundation is searching for the most qualified candidates to receive three fellowships in 1987.

The awards are: The Wilsonart Graduate Fellowship of $5,000; the Lackawanna Graduate Fellowship of $3,000; and the $2,000 Brayton International Graduate Fellowship.

Applicants must have completed undergraduate studies in interior design. Applications may be obtained from the IBD Foundation at 1155 Merchandise Mart, Chicago, IL 60654; 312 467-1950.

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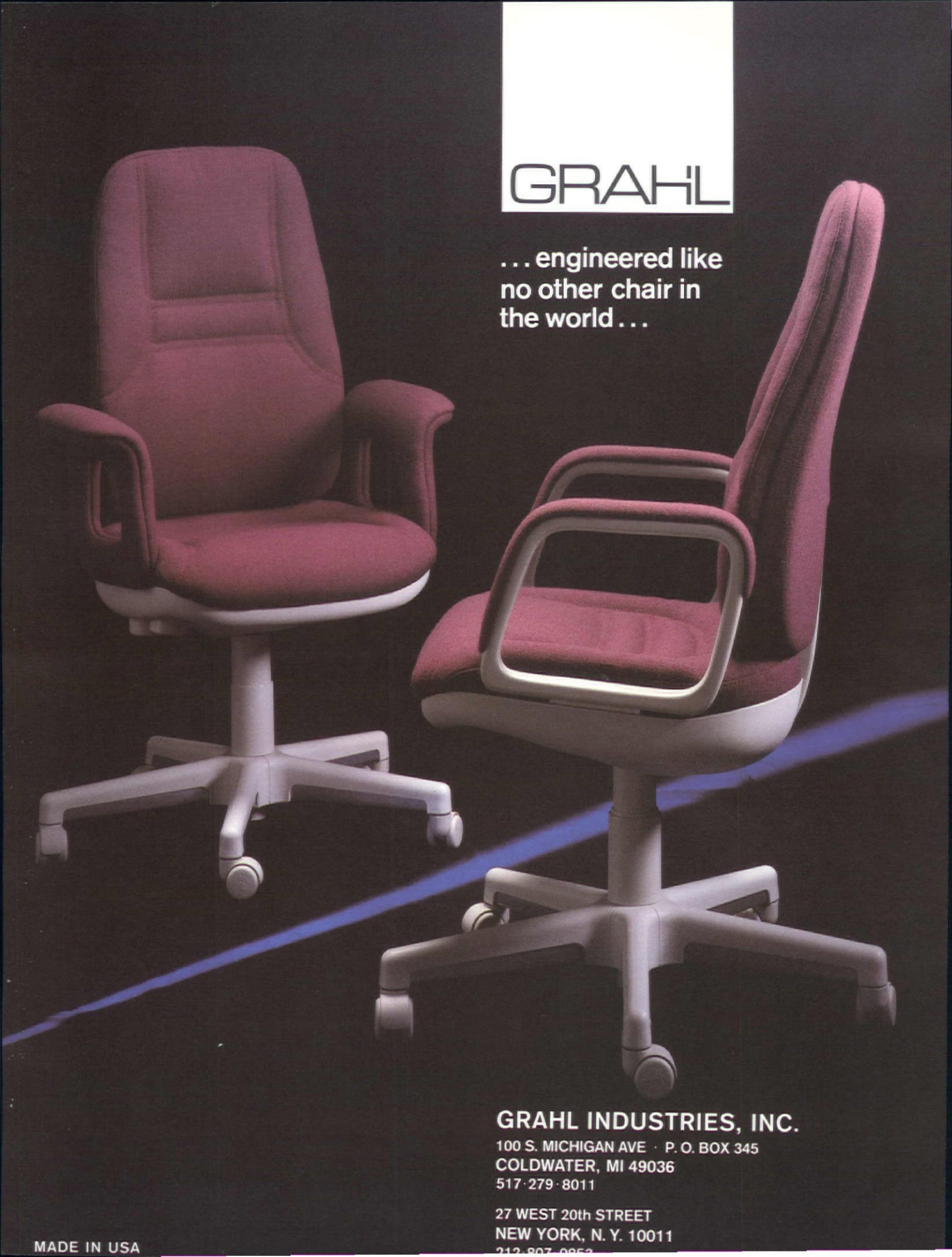
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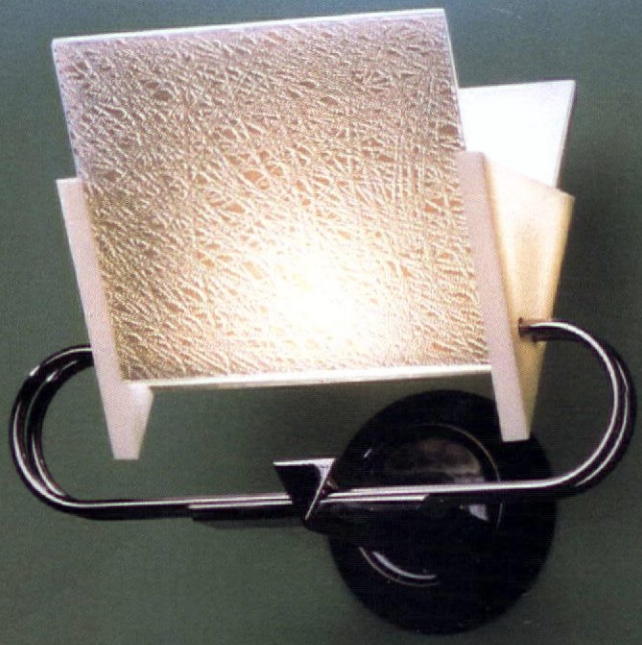
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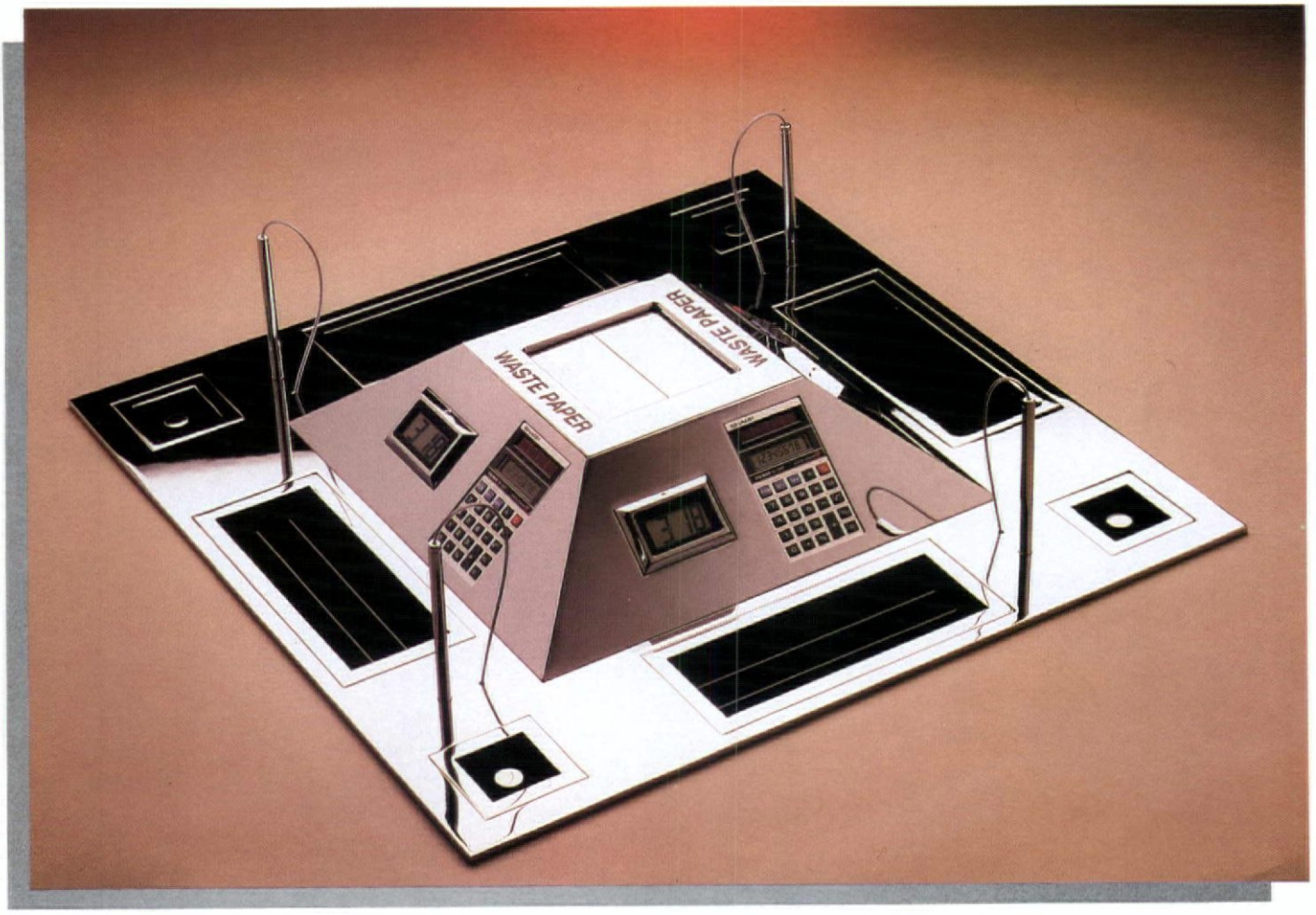
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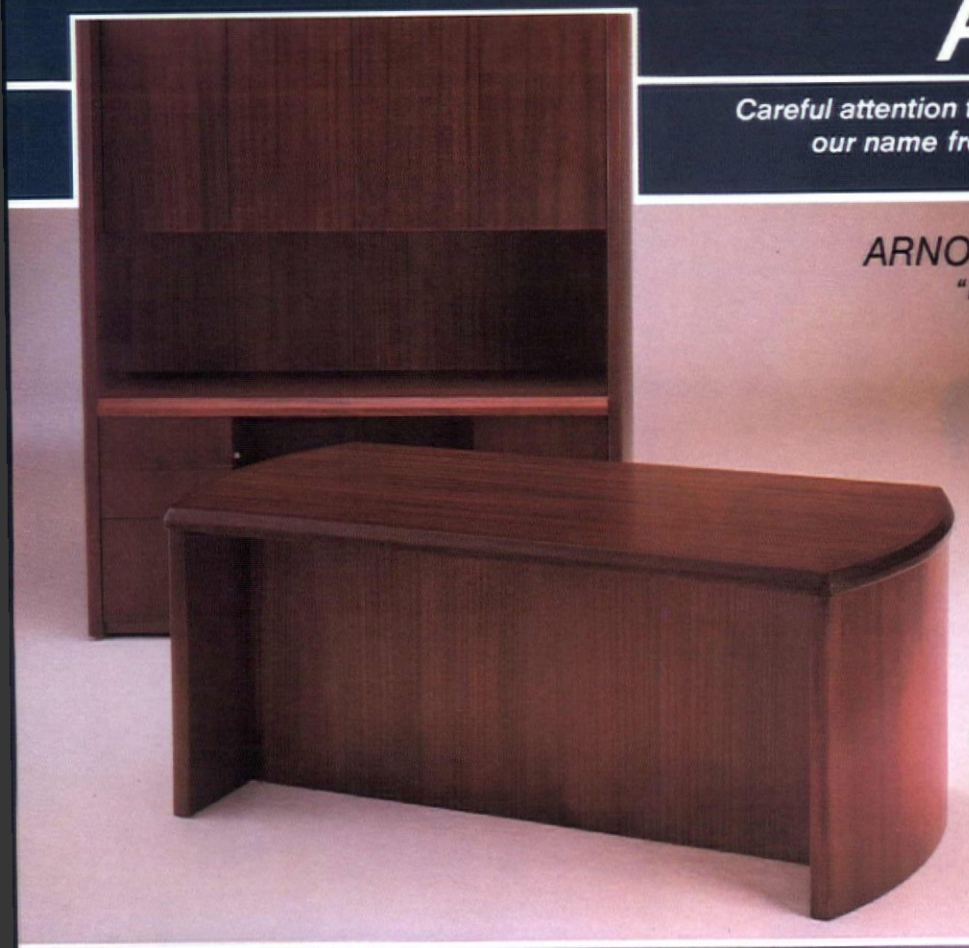
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Elegance Credenza and **Executive Desk** shown in Walnut.

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Chicago Reception Area with center drawer and stationery cabinet return. Shown in Natural Oak.

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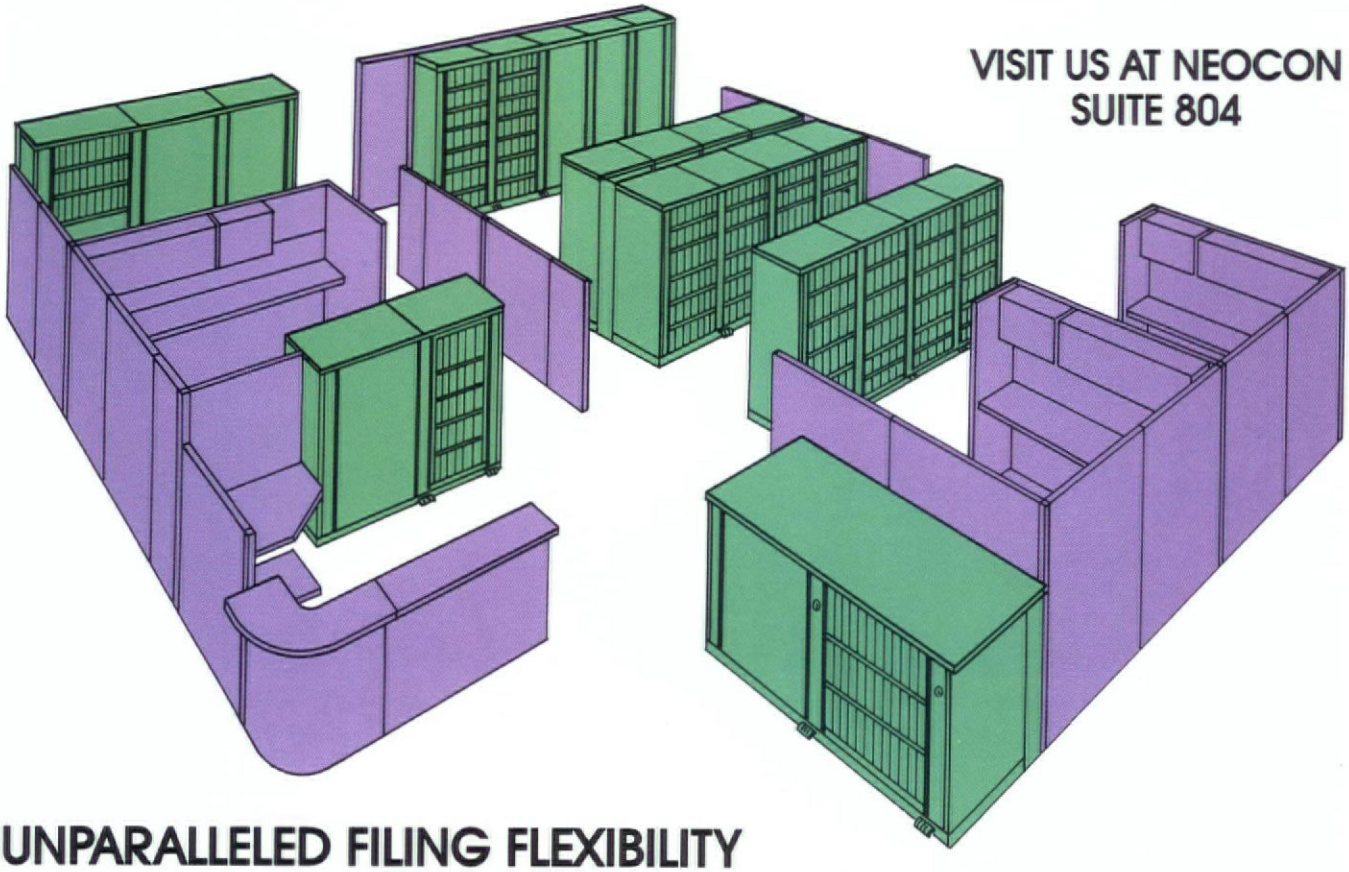
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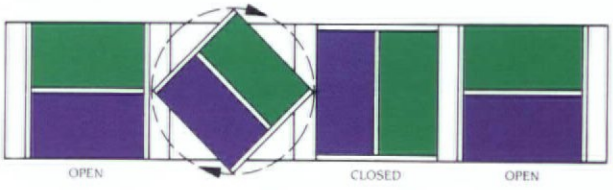
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A/E/C Systems unveils program

Washington, D.C.—An extensive, 17-track educational program has been announced for A/E/C Systems, scheduled for June 23-26 at the Washington Convention Center.

The program is the most comprehensive in the eight-year history of the exhibit/conference for design and construction professionals. Learning opportunities will include seminars, tutorials, panel sessions, vendor-sponsored user group meetings, and in-depth programs of up to three days.

"Each session will be labeled basic, intermediate or advanced so attendees will know the level of experience required to participate comfortably in that program," said George S. Borkovich, conference director and show principal.

For details on A/E/C SYSTEMS '87, write conference director, P.O. Box 11318, Newington, CT 06111; 800/445-7790.



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FIDER gets new campaign cabinet

New York—A new campaign cabinet has been formed to conduct 1987 fundraising efforts for the Foundation for Interior Design Education Research (FIDER). Frank Judson, Stroheim and Romann and Debbie Bryant, Steelcase, will co-chair the committee.

"We have found the design industry very supportive of the FIDER program and are looking forward to a highly successful campaign," said director of development Lenore Barton. The development program will conduct an annual fundraiser, participate in special events, and orchestrate a publicity campaign.

Founded to establish and administer a plan for the special accreditation of programs of interior design education, FIDER is known for its leadership in promoting academic excellence. Contributions can be sent to: FIDER, 322 Eighth Ave., Suite 1501, New York, NY 10001.

Committee heads named for ASID Industry Foundation

New York—Robert John Dean, FASID, will serve as co-chairman of the ASID Industry Foundation Steering Committee, to represent design professionals in 1987. He is president of Dean, Redman & Parks Inc.

Charlie Greene, president, Classic Gallery Inc., High Point, N.C., will serve as the industry co-chair through 1988.

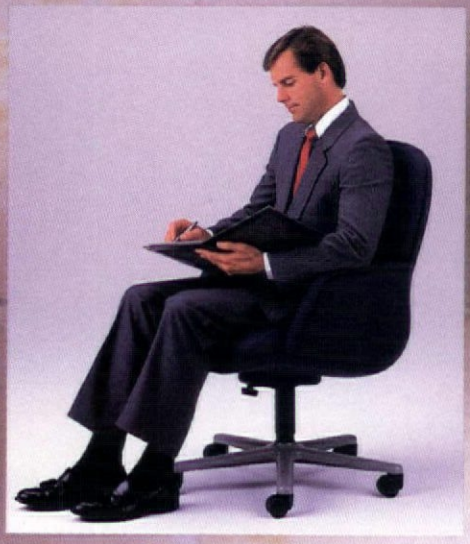
During the coming year, the ASID Industry Foundation will be working toward strengthening the relationship between manufacturers and design professionals. High on the list of activities will be the development and analysis of a membership survey.


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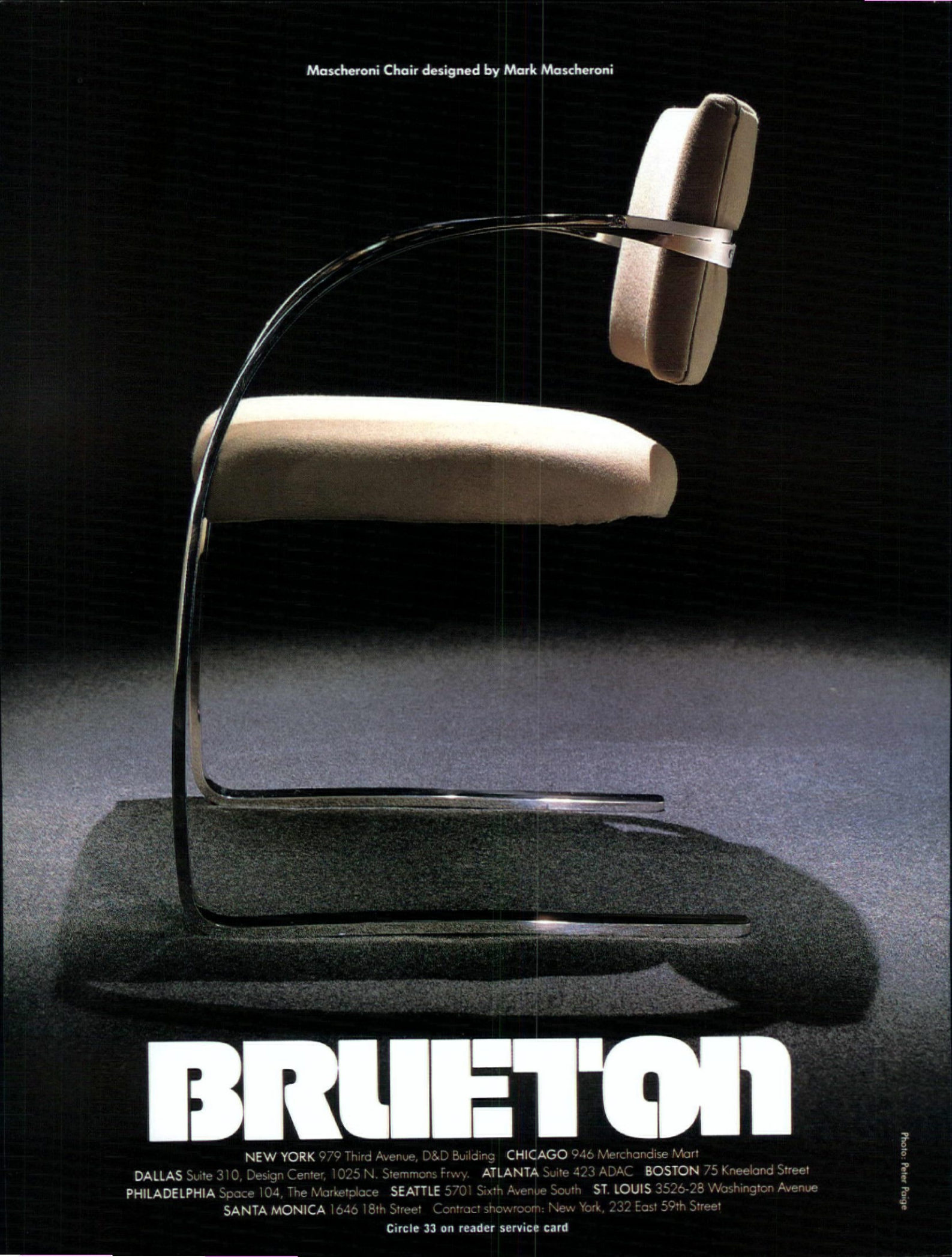
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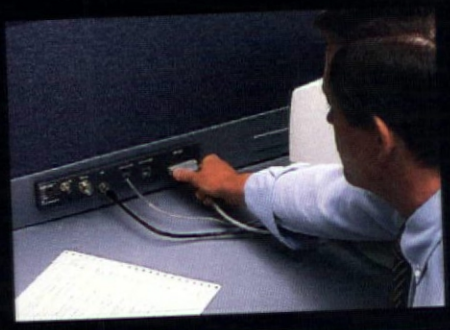
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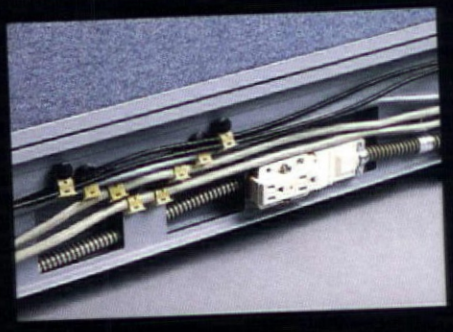
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New showrooms: Six locate at IMS this spring

Six new showrooms will have opened their doors by this spring at International Market Square in Minneapolis. **F. Schumacher Inc.'s** 4,981-sq.-ft. space will open in early June. **S.M. Hexter's** 4,981-sq.-ft. showroom will be located on the first floor of the Design Center this spring. **Lumenata's** 3,380-sq.-ft. showroom, which displays more than 30 lines, has already opened. **Watson Smith Designer Showcase's** space adjoins **Mark B.,** which has a 1,490 sq.-ft. showroom. The 571-sq.-ft. **Interior Contract Representatives** showroom will open in late spring...**American Seating** will open a 2,500-sq.-ft. showroom in the Boston Design Center in July...**Atelier International** recently opened its 26,000-plus-sq.-ft. showroom at IDCNY's Center Two...**Hickory Business Furniture** has moved to expanded showroom facilities in the Chicago Merchandise Mart. The 6,700-sq.-ft. showroom more than doubles the firm's previous space...**Grange Furniture** has relocated to a larger, 8,000-sq.-ft. space, Suite 705, in the New York Design Center...**Shaw-Walker** will open its first Philadelphia showroom in late spring, a 5,000-sq.-ft. space in The Marketplace Contract Center...A 2,000-sq.-ft. showroom has been opened at the Dallas Market Center by the Residential Lighting Division of **Thomas Inds. Inc...F. Schumacher & Co.** has leased 4,890 sq. ft. in the Michigan Design Center, in the Phase III expansion, set for opening late this year...**Urban Shade Inc.** is using its newly opened space in the New York Design Center as both showroom and headquarters...**Claude James Ltd.** has opened a 4,000-sq.-ft. showroom at 1984 Blake St. in Denver...**Designer's Source Inc.,** a showroom representing more than 68 Denver area craftsmen, has opened at The Design Center at The Ice House...**Dajshe** is opening its first company-owned showroom in Manhattan at the New York Design Center, Suite 417...A 9,000-sq.-ft. showroom was opened at Design Center South, Laguna Niguel, Calif., by **Shears & Window** of San Francisco and Denver...**Adanlock Office Environments** has opened a showroom at IDCNY...**Ceramic Harmony International Inc.** has opened as a showroom for Villeroy & Boch in Hunstville, Ala...Design Center Northwest, Seattle, has signed **Boris Kroll Fabrics** for a showroom located in Suite 287 of Building 2...**David Rosen & Associates,** which represents Tropitone, has opened a showroom in Suite 315, Building 2, Design Center Northwest, Seattle...**Brayton International** has moved its showroom to the Plaza Level of the Pacific Theatres Building in Los Angeles...**Robert J. Stalker Inc.,** A Hardwood Flooring Co., has opened a 1,500-plus-sq.-ft. showroom in The Boston Design Center...**Isabel Brass Furniture Inc.** has relocated its Manhattan showroom to the New York Design Center, Suite 916.

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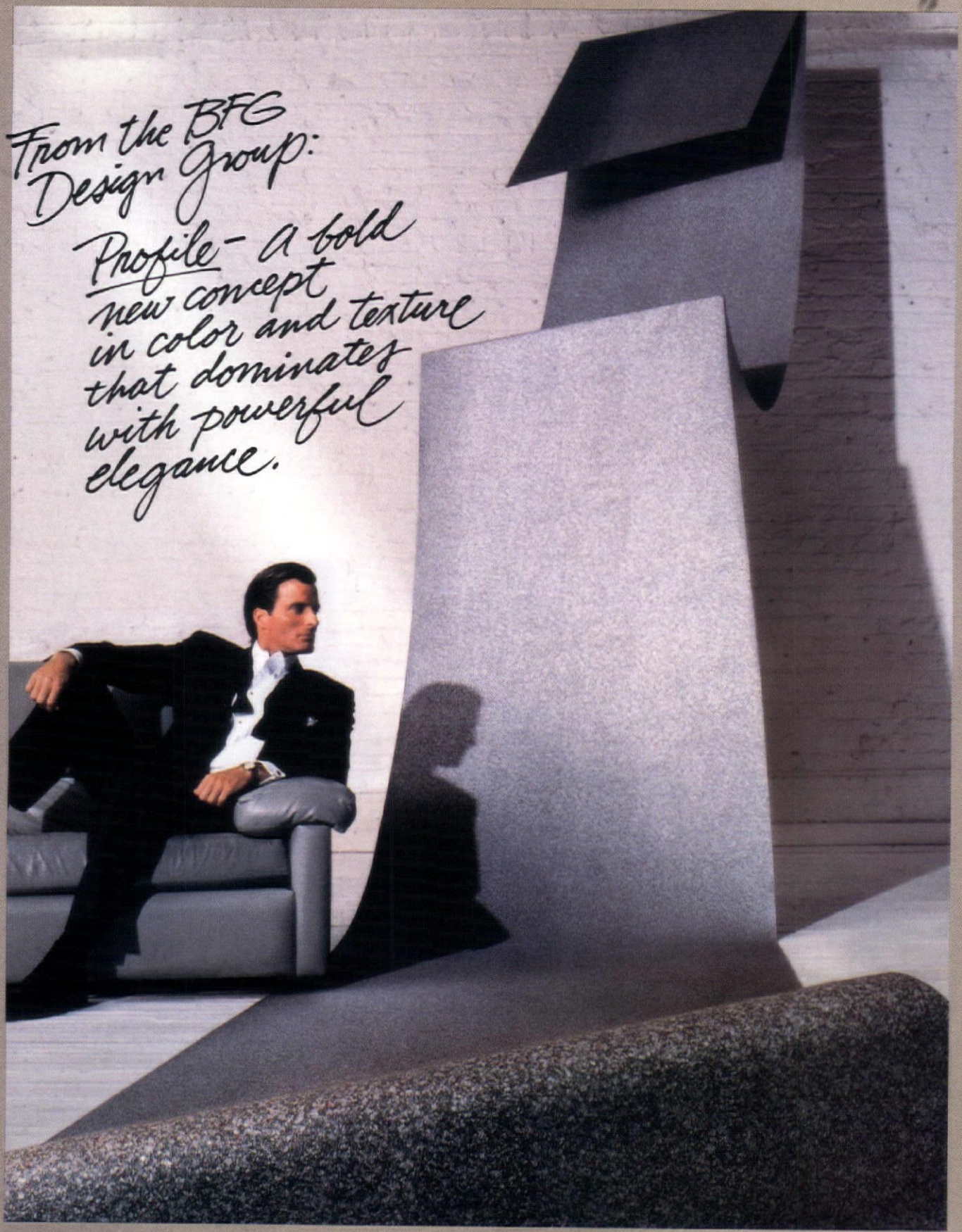
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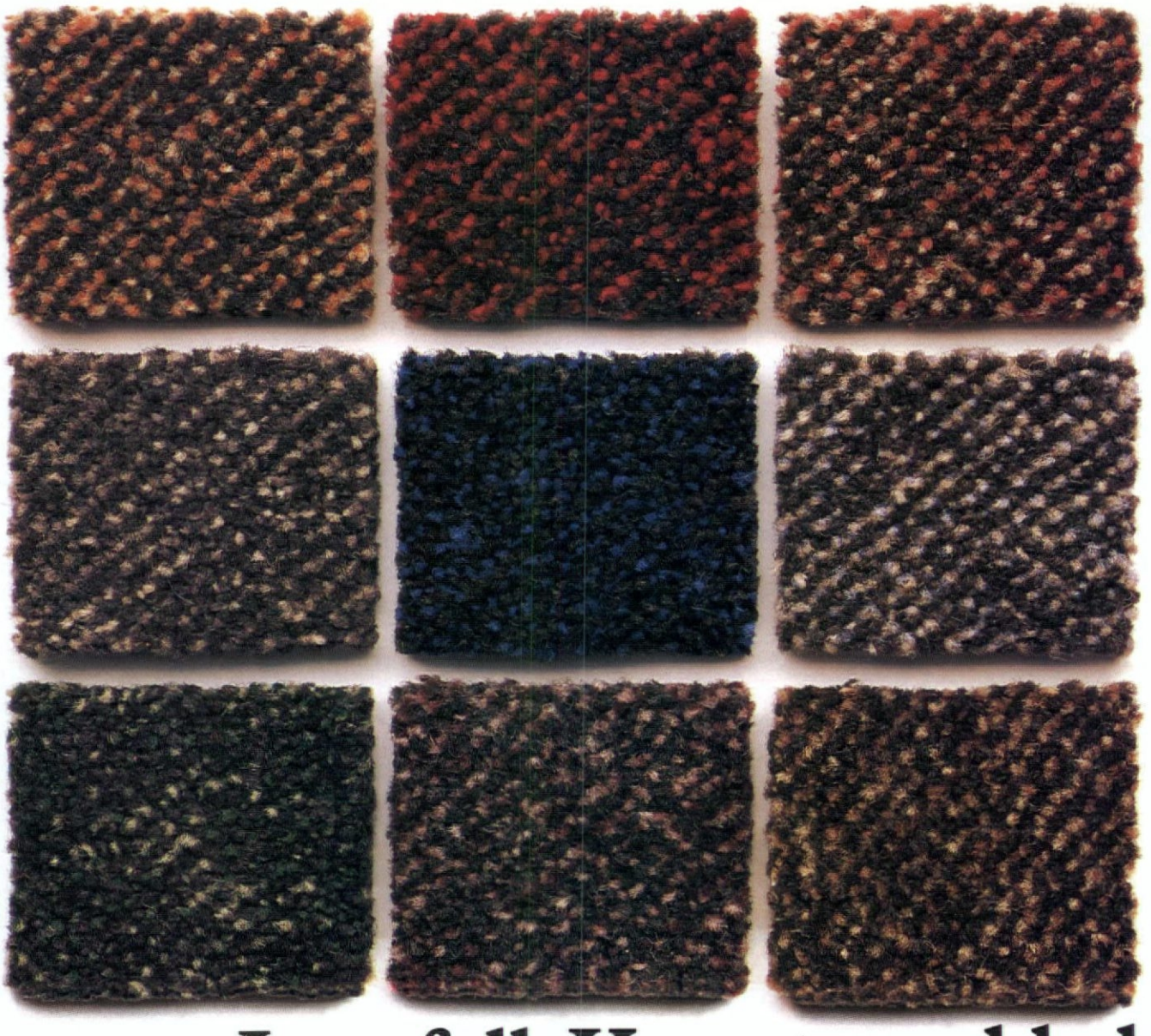
Coming to the Museum of Modern Art, New York Mario Bellini: Designer, a special exhibition honors this great architect's contributions to design, June 24 through September 15, 1987.

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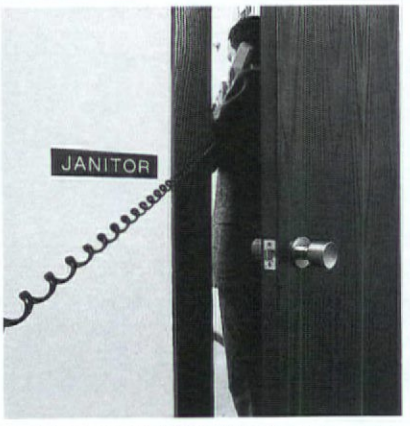
Oh, the elusive search for privacy.

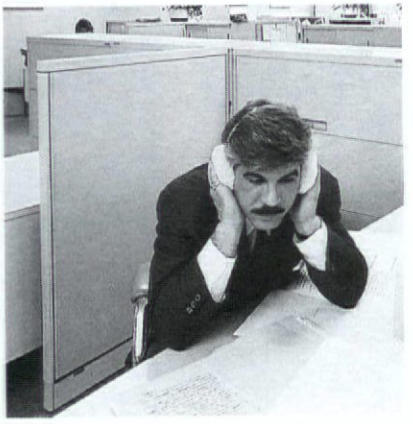






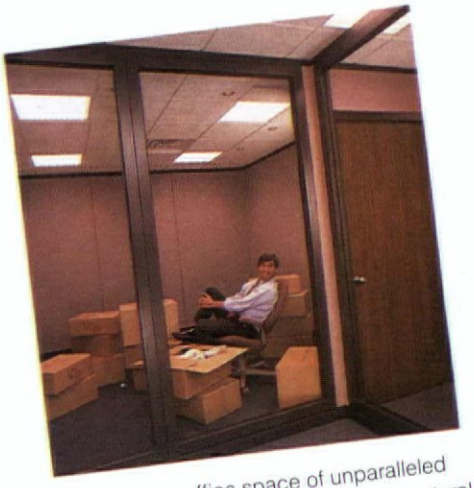












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IFMA schedules seminars for '87

Houston—A calendar of educational events for 1987 has been announced by The International Facility Management Association (IFMA).

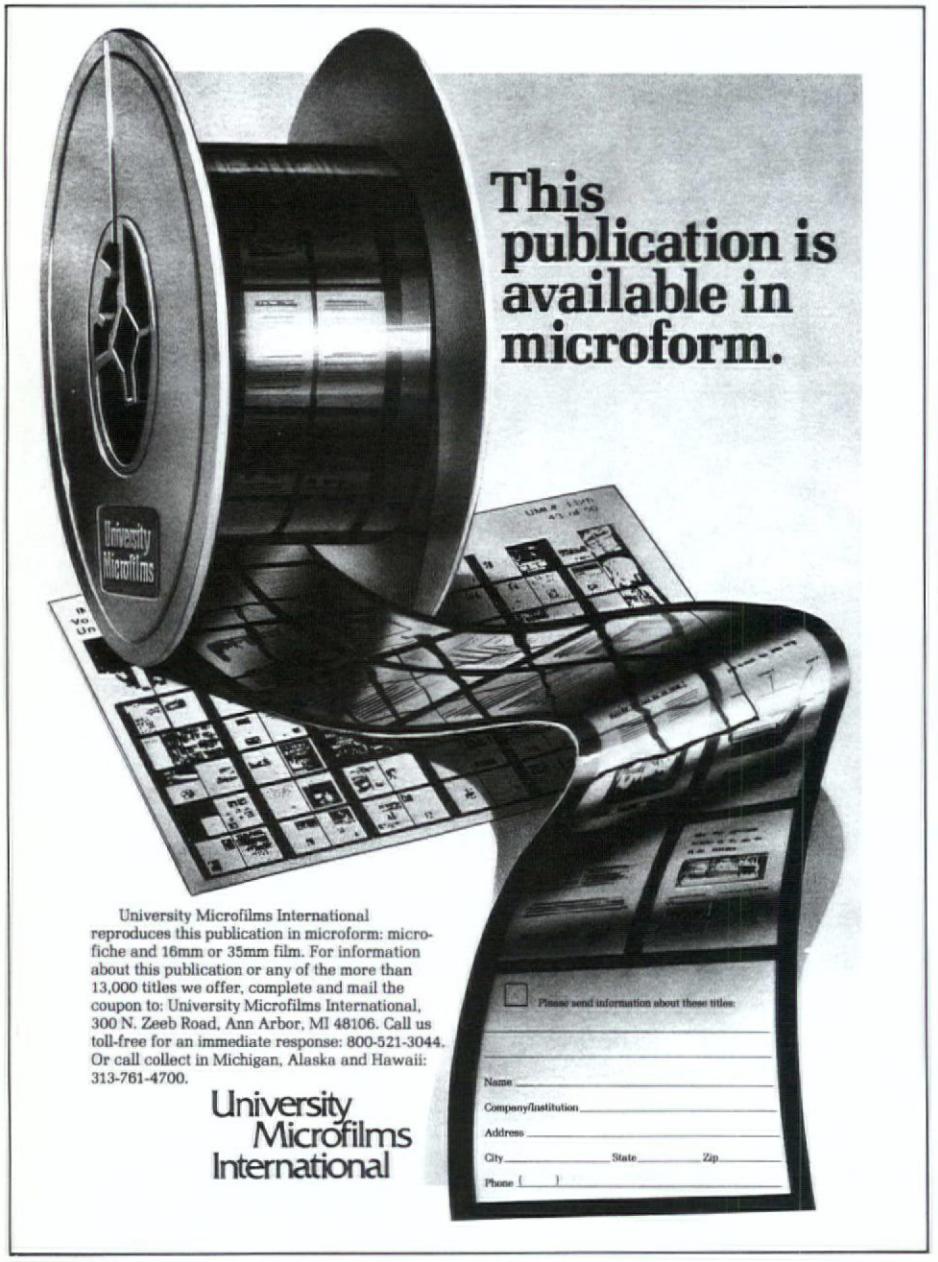
"Principles of Facility Management" will be offered this year for these dates and sites: May 18-19, New York; September 1-2, Tampa/St. Petersburg, Fla.; September 8-9, Houston. Registration fee is $395 for IFMA members and $450 for non-members.

The fee for "Long-Range Planning & Strategic Facility Management" is $595 for IFMA-members and $675 for non-members. This seminar will be given as following: May 14-15, Houston; May 28-29, Orlando, Fla.; Sept. 3-4, San Francisco; and September 10-11, Denver.

"Computer Tools for Space Forecasting and Management" will be given three times this year. Dates and sites are: August 20-21, Toronto, Canada; and August 24-25, Boston. This seminar costs $495 for IFMA members and $575 for non-members.

For $195, IFMA-members can register for a one-day "Problem Seeking" seminar. The cost for non-members is $245. This seminar is set for: June 1 in Houston; June 3, Marina del Rey, Calif.; June 5, Denver; September 21, New York; September 23, Washington, D.C.; and September 25, Atlanta.

All dates and locations are subject to change without notice. To register for these programs, contact IFMA, 11 Greenway Plaza, Suite 1410, Houston, TX 77046; 713/623-IFMA.



H.I.A. hosts monthly meetings

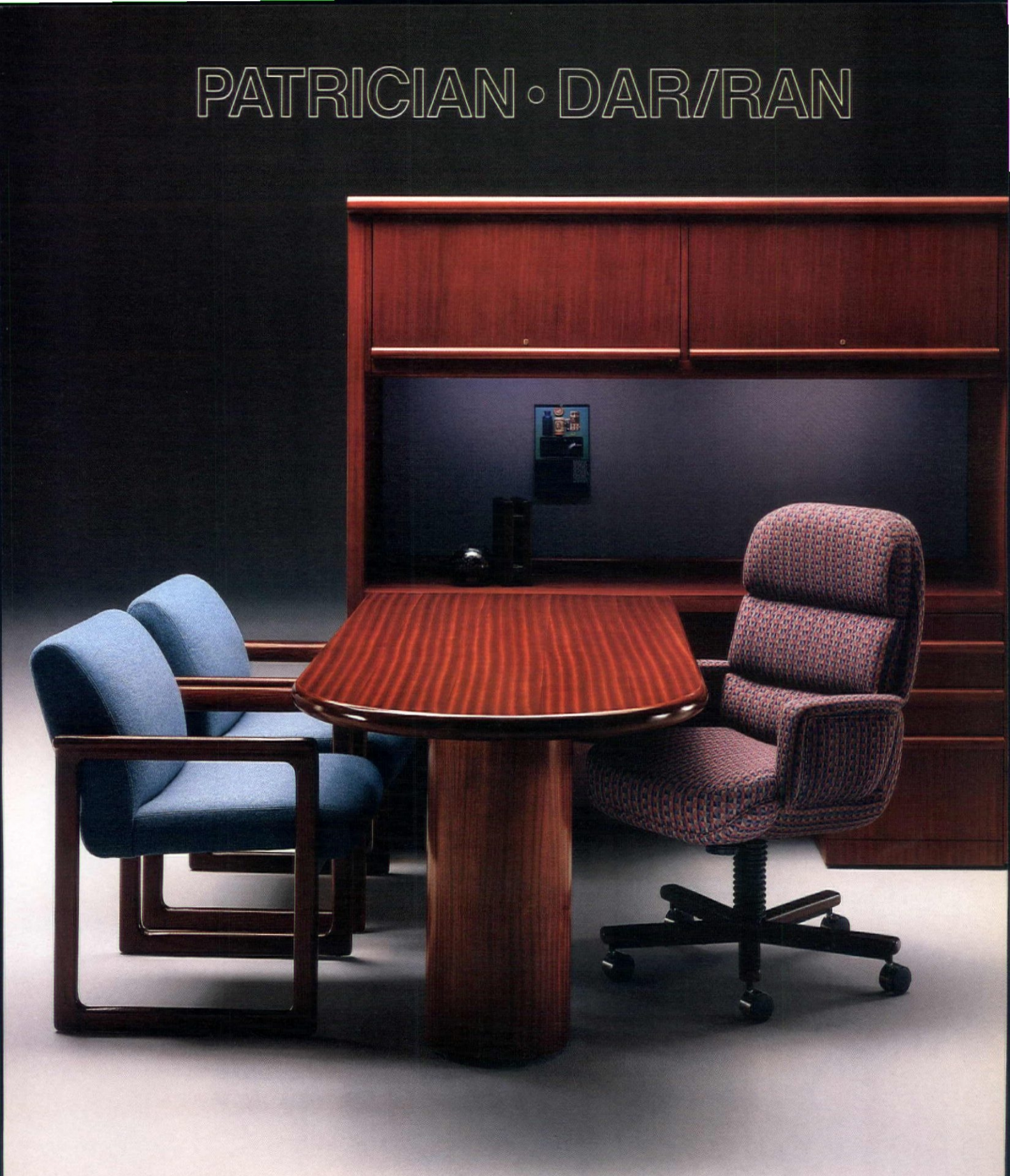
San Francisco—The Hospitality Industry Association (H.I.A.) is a new organization for professionals involved in all phases of the hospitality industry. A kickoff reception for H.I.A. was held on January 28 at the Baker, Knapp and Tubbs showroom, San Francisco, Calif.

Monthly meetings address such topics as "Fantasy vs. Reality in the Contract Furniture Business," and the impact the high visibility of Los Angeles design firms has on the San Francisco design community.

H.I.A. is also sponsoring a "Scavenger Hotline" as a community service. Furniture, carpets and fixtures that are routinely thrown away when a hotel or restaurant is renovated will now be recycled to a substance abuse center, halfway house or battered women's shelter. Joanne McDowell, interior designer, Franklin Designs, is heading this project.

For membership information contact Jean Anderson Covarelli, Peachtree Purchasing International, at 415/692-7370. Newly elected officers of H.I.A. include Jean Anderson Covarelli, v.p. membership; Jeanne Adams, president; Jacolyn June, treasurer; Joanne McDowell, v.p. philanthropy; and Suzanne Lloyd-Simmons, corres. sec.

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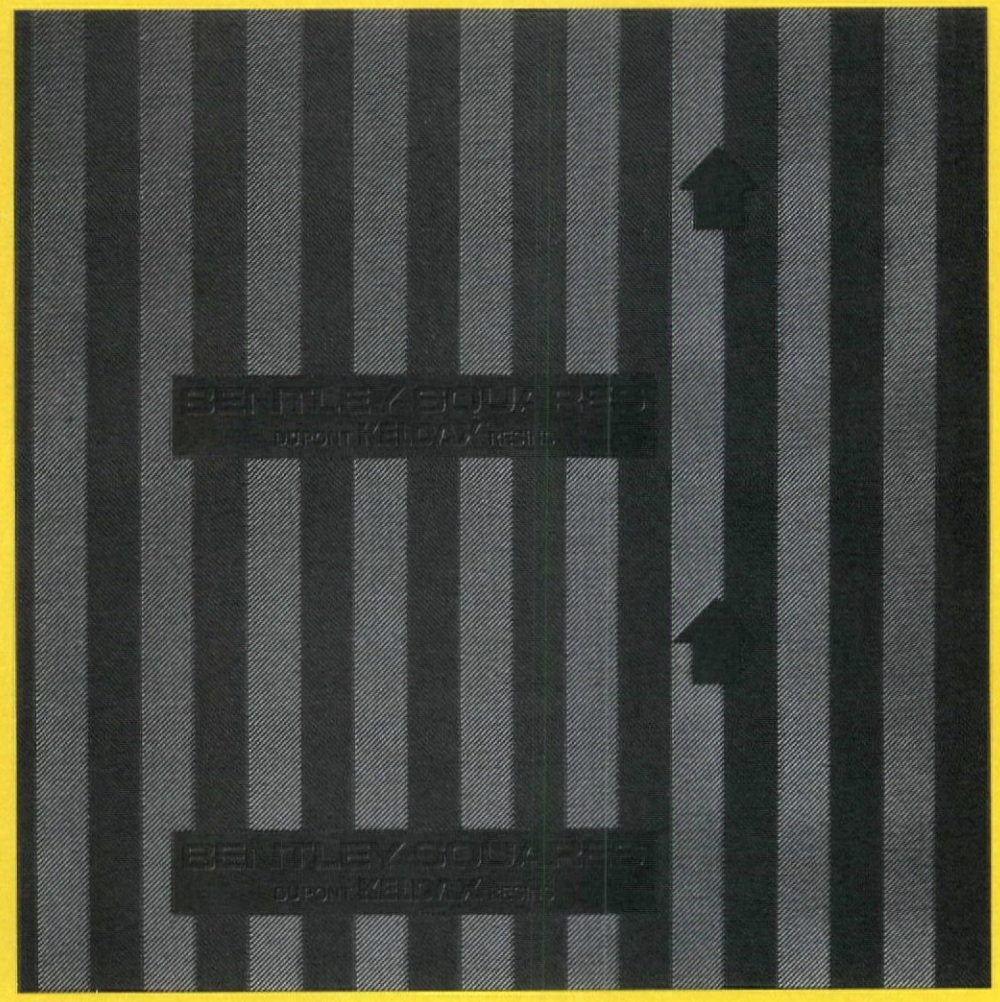


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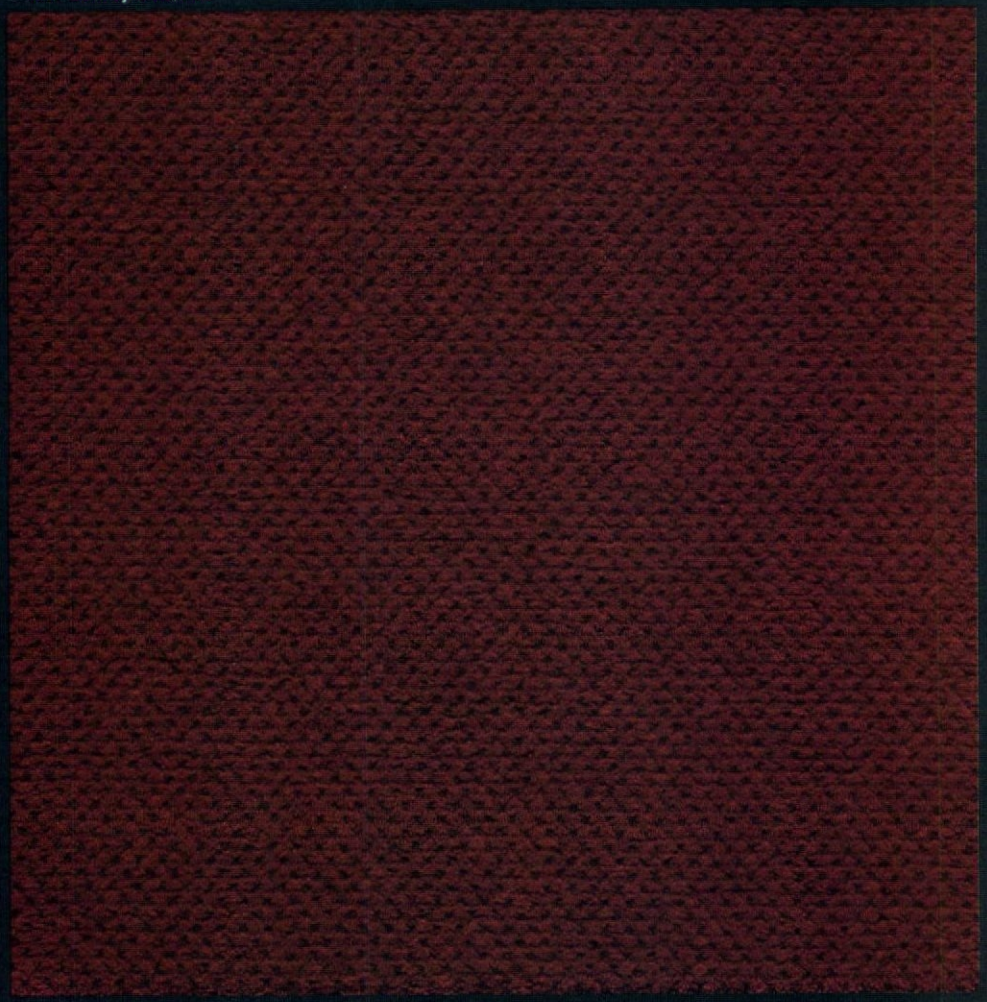
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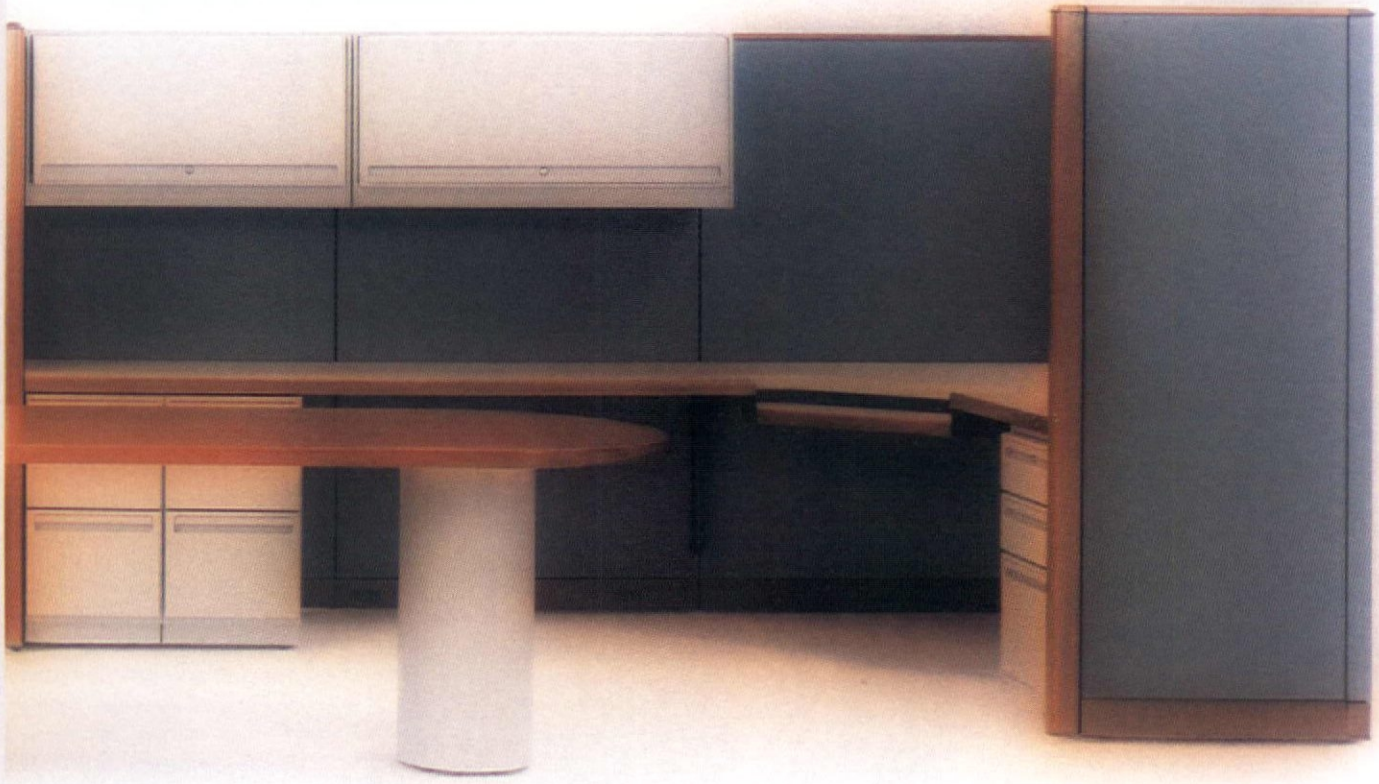
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New York's 'bridge market' serves specifiers with varied mart sources

Greater New York City is the single largest market area in the United States, let alone the world. With a population of more than 18 million people, headquarters for more multinational companies than any other city anywhere in the world, and one of the highest per capita incomes of any metropolitan area, it is no wonder that the contract industry thrives in this bustling megalopolis. Furnishings mart development offers evidence of the volume of specification business being done in the tri-state area of New York, New Jersey, and Connecticut.

In the office design and furnishings area alone, the New York market has enjoyed a growth rate of approximately 16 percent per year, according to one 1986 study. With numerous new office buildings, such as the American Express Office Tower and the Equitable Insurance Company skyscraper erected in recent years, added to a host of new hotels and restaurants, the contract industry is booming. Witness the continued high pace of new construction work in progress throughout the city and its environs.



Architects & Design Building (A & D), midtown, New York, is one of many marts comprising the city's "bridge market" anchored by IDCNY in Long Island City and other Manhattan locations.

Midtown booming

In 1986, according to Alexander Jinishian, marketing director of the Architects & Design (A&D) Building, 150 E. 58th St., New York City, there was growing interest in the New York design market, according to a study that he undertook. More than 52 percent of 10,000 visitors attending Designer's Saturday were there for the first time; 64 percent were from New York City and nearby states; and there was representation from the entire nation, as well as a small percentage from abroad.

That is one of the salient reasons for the success of existing mart buildings and development of new ones to serve the New York marketplace. Headlines have touted the new International Design Center New York (IDCNY) and its rapid pace of development and the New York contract furnishings market centered in midtown New York and the East Side design district has been booming as well. Jinishian believes that, "The contract and residential markets will always have a base in Manhattan. The A & D Building, the Decoration & Design (D&D) Building, the Decorative Arts Center (DAC), the New York Design Center (NYDC), and the many independent showrooms in Manhattan will continue to serve as daily resources to the specification community."

The list of manufacturers locating showrooms on one side of the 59th Street Bridge or the other—the Manhattan design district anchors one side, the IDCNY the other—is long and prestigious. Other sources straddle the argument and the East River by retaining showrooms on both sides of the bridge. But the market is neither one side nor the other. It is an amalgam of both.

One impartial observer defines the "bridge market" as one that represents an equilibrium, each supporting the other and creating a synergism that is worthy of the largest design and furnishings market anywhere.

Emmett Dineen, president, IDCNY, notes that his mart is just "a short taxi-ride to some of the greatest resources available."

Jinishian describes the location of his and other midtown marts as follows: "Manhattan is the hub of the financial, business, and art worlds. The relationship between the A & D community and these worlds is one of intrinsic balance in which there are two-to-three million sq. ft. of contract and residential manufacturer showrooms and representatives who have long-term commitments to

Manhattan. The contract and residential markets will always have a base in midtown."

Reflecting designer confidence in the viability of Midtown is John Thyen, executive vice president, Kimball Office Furniture Co., and Manfred Steinfeld, chairman, Shelby Williams Industries, Inc. Thyen committed to a 17,000-sq.-ft. showroom in the A & D Building in 1984 for its office furniture divisions. He points out that the showroom occupies the entire sixth floor and is among one of the largest showrooms in New York.

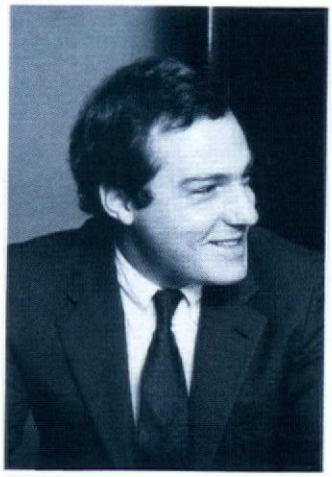
Steinfeld cites the easy access and centrality of the A & D Building as two reasons why he has chosen to locate his showroom there. He says, "We decided to expand our space in the building because of the amount of traffic and response that we have enjoyed."

Leases are competitive

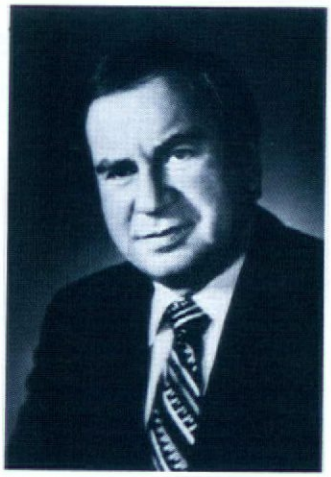
The location of the New York's mart buildings amidst many fine restaurants, stores, and hotels, makes them convenient to thousands of designers, architects, facility planners, and major end-users headquartered in New York City and other key markets in the Northeast. Furthermore, says Jinishian, "leases are competitive with those of other marts." The A & D Building also has a 2,000-sq.-ft. conference center specifically created for the convenience of industry associations. The center has been host to organizations such as the Institute of Business Designers (IBD) and Association of Contract Textiles (ACT), as well as the Resources Council and the American Society of Interior Designers (ASID), which have used it for major seminars. Two IBD Auctions have been held there with great success, according to Marie Logothetis, New York Chapter president of the institute.

During Designer's Saturday, October 8-10, visitors are sure to note continued improvements in operations by all marts serving the metropolitan area. Look for coverage of the event in CONTRACT's September issue which will feature a map of all showroom locations. December's issue includes a directory to marts nationally, complete with show times and access information.

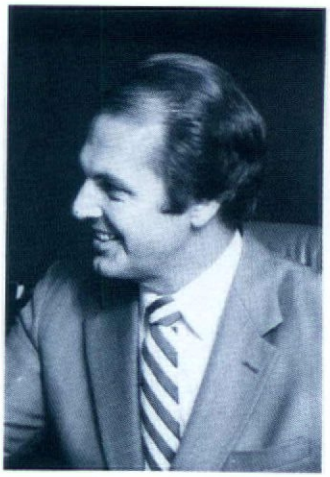
At right is a partial listing of N.Y. showrooms, those located in the A&D Building.—*L.C.*



". . .there are two-to-three million sq. ft. of contract and residential manufacturer showrooms and reps who have long-term commitments to Manhattan."—Jinishian.



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Arc-Com Fabrics
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Arconas Corp.
Armstore Systems
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Artemide
Artopex
August
Bestype Office Furniture
The Boling Company
Borroughs
Brown-Jordan
Carolina Seating
Casella Lighting
Chappaz
Charvoz/Dauphin
Cider
Clarendon House
Coast Lighting
Cole Business Furniture
Connaut Leather
Conrad Imports
Contract Rep. Assoc.
CorryHiebert
Coventry House
Croydon Furn.
David R. Webb
Dembner Sales Corp.
Dean Trimble Imports
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Design Technics
Driver Desk Corp.
Dunbar
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Einstein Moomjy
Erincraft
Guth Lighting
Hesco Ind.
Inifi/Club France
Innerface Intl.
Jac Jacobsen
Joel Norman
Joyce Intl.
Kallista
Kimball Office Furniture
Krayton Carpet
Krueger
Lam Lighting
Lehigh-Leopold
Lighting Services
Loewenstein/Oggo
PCI/Tandem
Marble Technics.
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Mobilier Intl.
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Panel Concepts
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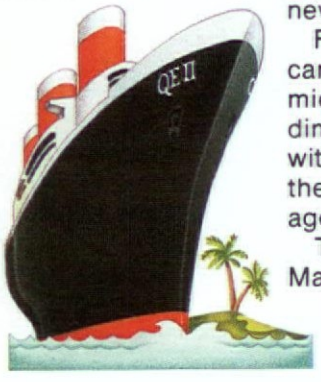


At least, that's what specifiers all over the world seem to think.

Rolls Royce chose Loboflor carpet for their London showrooms. Perhaps because its unique high density flocked pile (50,000 fibers per square inch!) won't mat. Or crush. Or track.

Australia's Sydney Hospital seems to like the easy, cost-efficient maintenance of Loboflor. Spills clean up quickly, completely, so the floor stays looking new. And Loboflor carpet can be wet-vacuumed time after time, so it stays hospital-clean.

Cunard Line's famed luxury liner, the QE2, selected Loboflor to carpet the health club and sauna rooms aboard ship. One reason: Loboflor is waterproof. Won't ever rot. Or mildew. Even if it's flooded, it dries fast to like-new freshness and appearance. And it's never slick, wet or dry.



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The Royal Polo Club in Malaysia wanted the superb comfort of Loboflor, the result of its thick PVC backing, cushiony fiberglass midlayer, and super-dense nylon pile. (They're also pleased that their vintage Burgundies won't stain Loboflor at all.)

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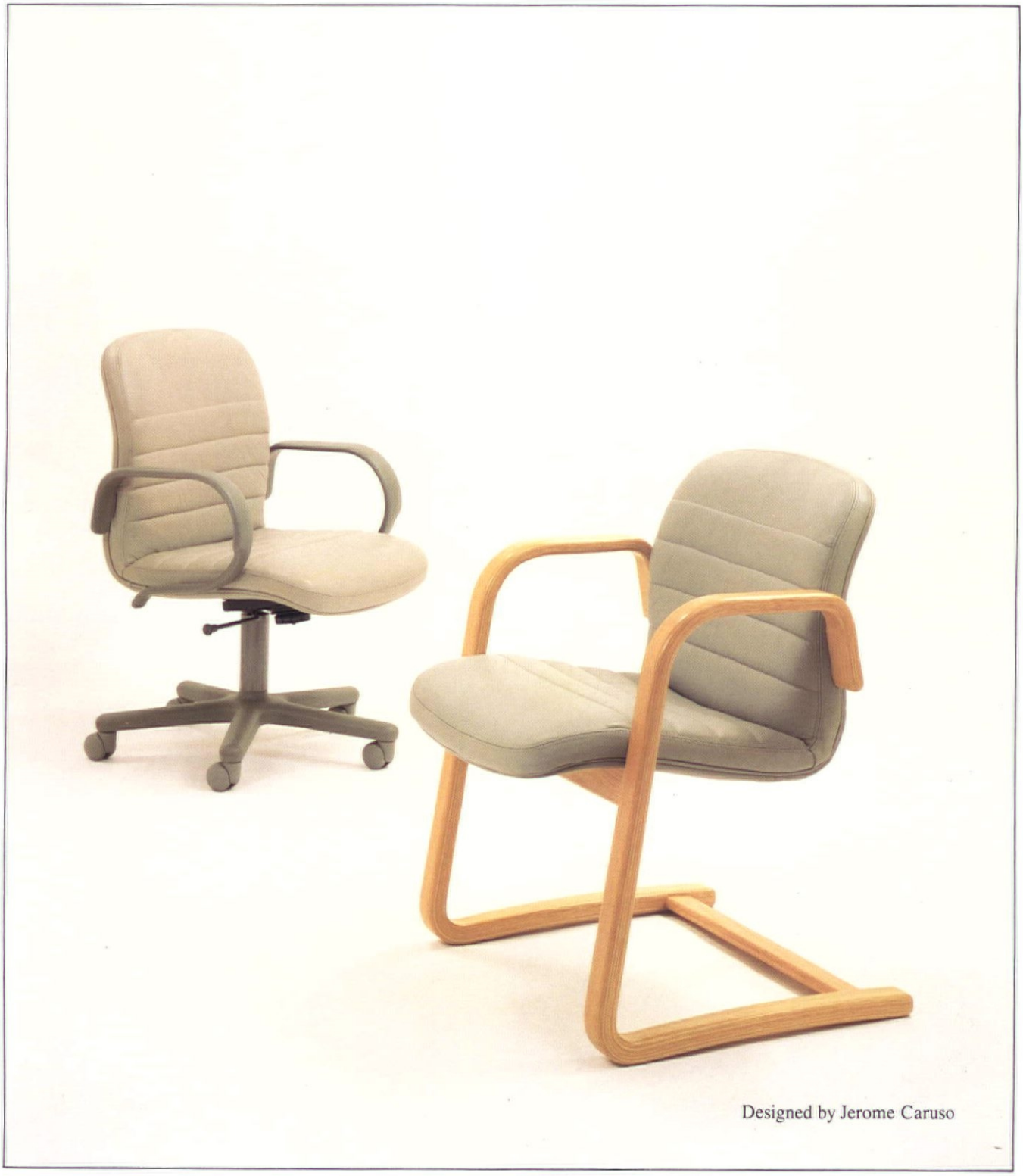
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Space 11-111

By Sara O. Marberry

New Wagner book follows popular 'Color Response Report'



After the story on Carlton Wagner's *Color Response Report* appeared last July in this column, CONTRACT was barraged by letters from readers wanting to know how to get a copy of the book. We are *still* getting letters almost a year later—a testimony to both the shelf life of the magazine and a growing interest in color and human response.

Wagner has become one of the most widely recognized authorities on this topic since founding the Wagner Institute for Color Research in 1985 in Torrance, Calif. His 26 years of experience in the field built the foundation which the Institute rests upon—namely a wealth of knowledge gained from commissioned studies, and information gathered from outside sources. Now in its third printing since coming out in February '86, the three-part *Response Report* was Wagner's first book on the subject. A second book, called *Color Power*, is scheduled to be released this month. Both books may be purchased through the publisher, Color Communications, 4242 West Fillmore, Chicago, IL 60624; 312/638-1400. Credit card orders are accepted over the phone.

Color for business

"*Color Power* addresses the business community," says Wagner. "It explains why color is important to business and how much the public evaluates a company on the basis of color." There is a chapter devoted to paper presentation—business cards, letterheads, logos—and how colors used on these items affect client/customer response. He also writes about how the colors used in office spaces are perceived by both clients and employees and how productivity is related to certain colors. "For instance, some colors facilitate interaction better than others," Wagner explains. "In a boardroom this is a factor, especially if you want to dominate a meeting, or encourage participation."



Wagner's theories on the power of color are directed toward the business community, but apply to interior design as well.

A popular speaker at industry events across the country, Wagner has also appeared on numerous television talk shows. His style of delivery offers an entertaining alternative to tedious academic books on the subject. And, for those who even don't want to read his books, Wagner has come out with a 48-minute video tape which is a condensed version of the Response Report. "I was getting so many requests for speaking engagements from groups that I decided to make the video as a substitute," he says, adding that sometimes people learn better from electronic visual presentations. "But most who see the video want to read the book," Wagner emphasizes. The video costs $39.95 (same as the book) and may be purchased through The Wagner Institute for Color Research, 25550 Hawthorne Boulevard, Suite 201, Torrance, CA 90505.

Learning about color

This year, the Institute started offering a professional training program called the "Language of Color." Each month, three days of intensive classes are made available to a limited number of 12 students. Taught by Wagner himself, the program trains professionals from all areas of business on how to use color to achieve certain results and also covers what they should know in order to work with color. "Interior designers who have taken the course report back to me that their work time in putting design schemes together has been shortened," he comments. "This is because one of the things we recommend is that designers do color palettes first instead of last. It minimizes changes later on."

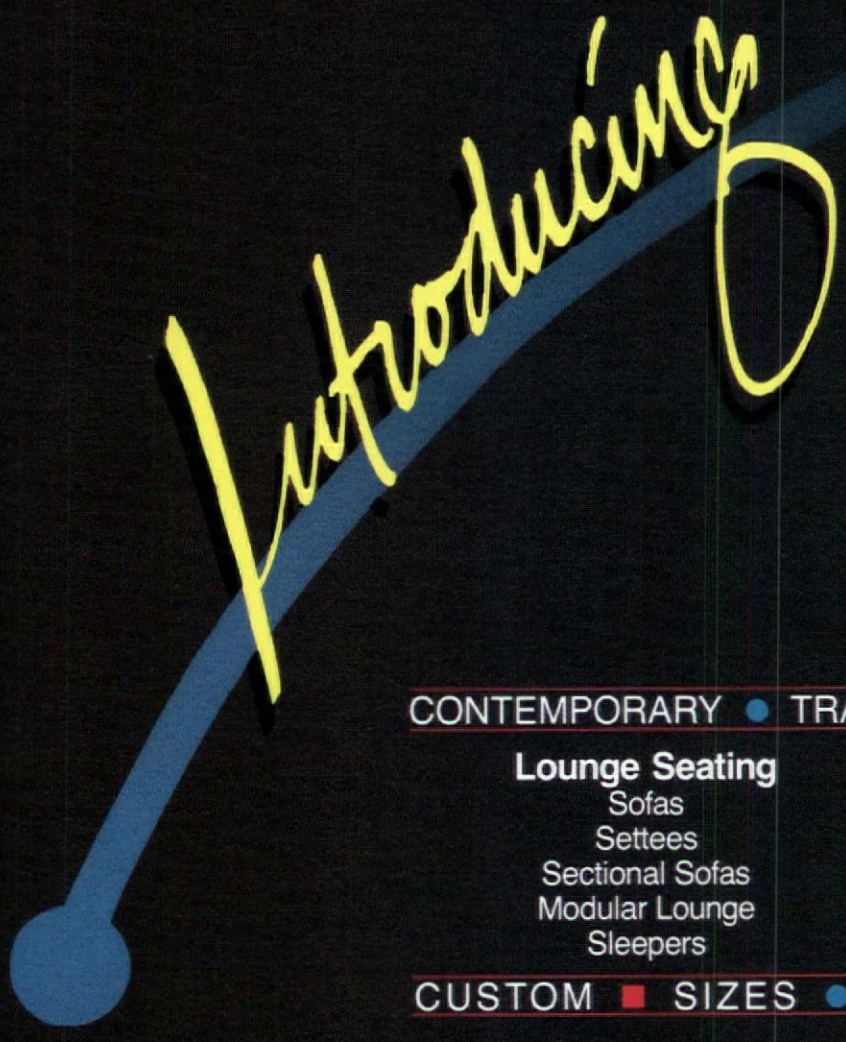
The fee for the three day program is $2,500 per person. It includes classes from 9:30 a.m. to 4:30 p.m.; three nights' accommodation; plus breakfast and lunch each day. For more information on the program, contact the Institute in Torrance, Calif.

Another book

Future projects which Wagner is working on include another book to follow *Color Power* on how companies can use color to reposition themselves in the minds of clients. "It will be about how to attract new groups of clients through color," he says. He is also compiling a manual for architects and interior designers on how to put together color boards to sell clients on a project.

For those interested, Wagner's upcoming speaking engagements include a talk at the Boston Design Center during Design Week, May 12; and a presentation at the Interior Design Society (IDS) conference in Phoenix, Ariz., June 12.

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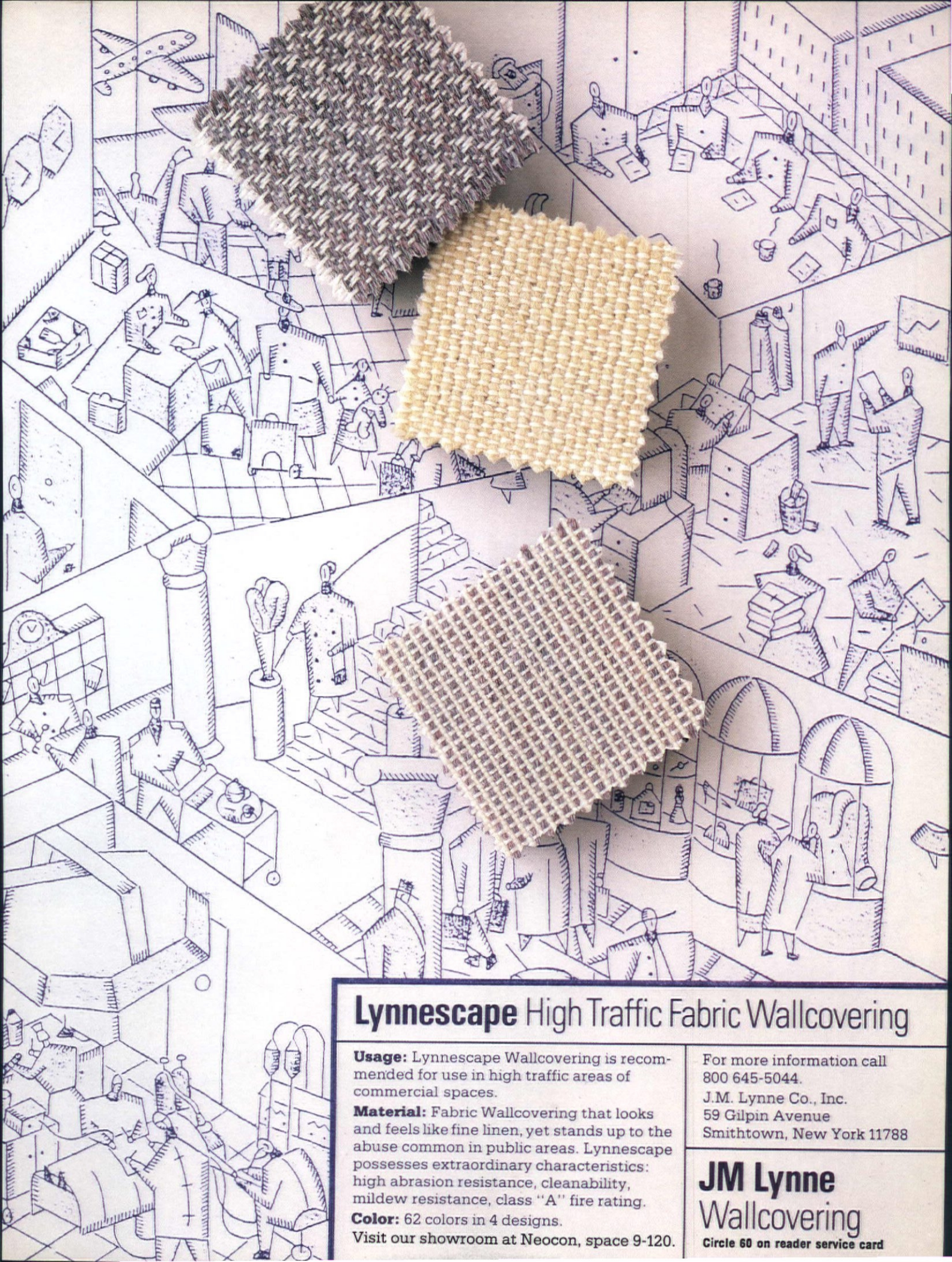
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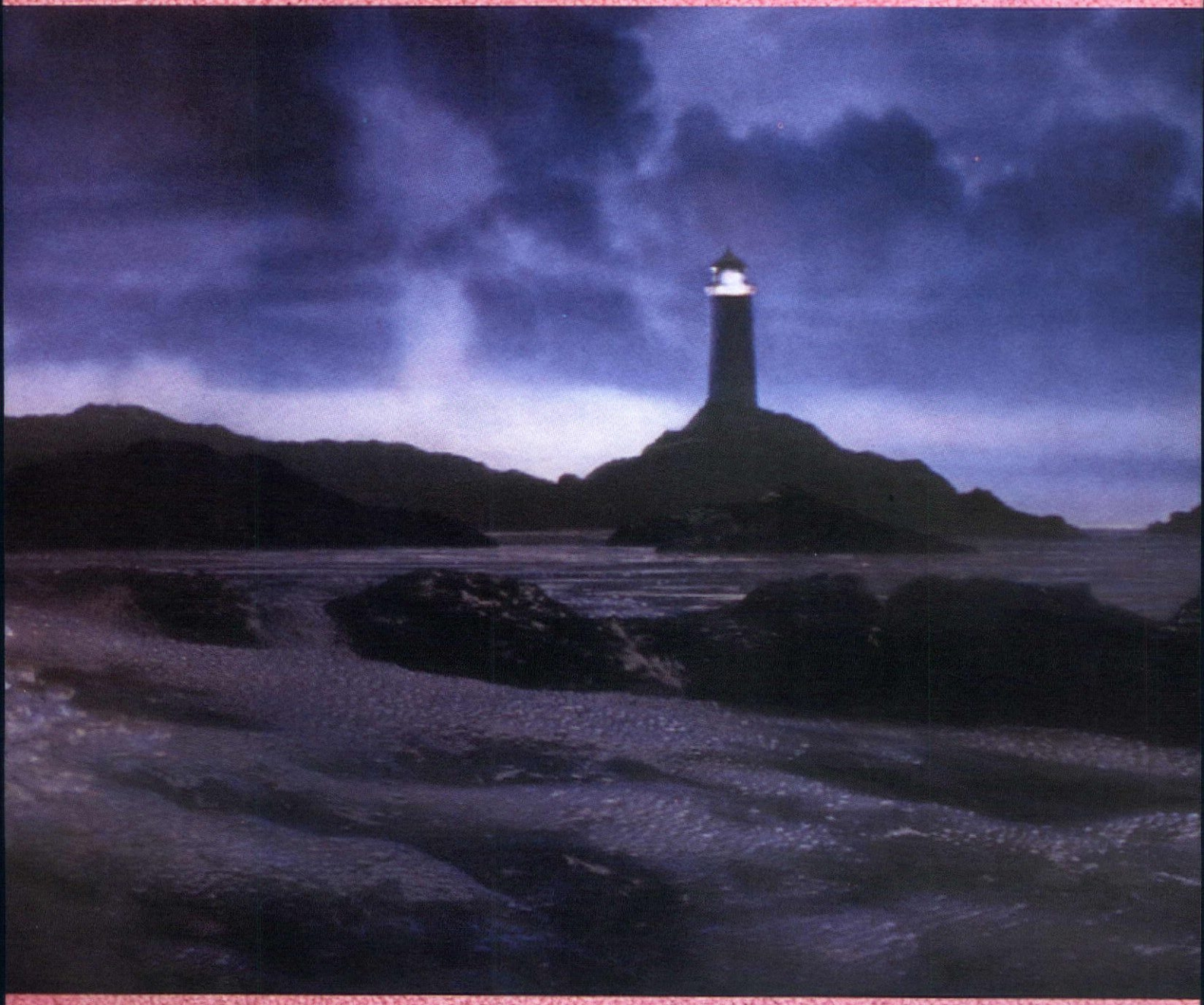
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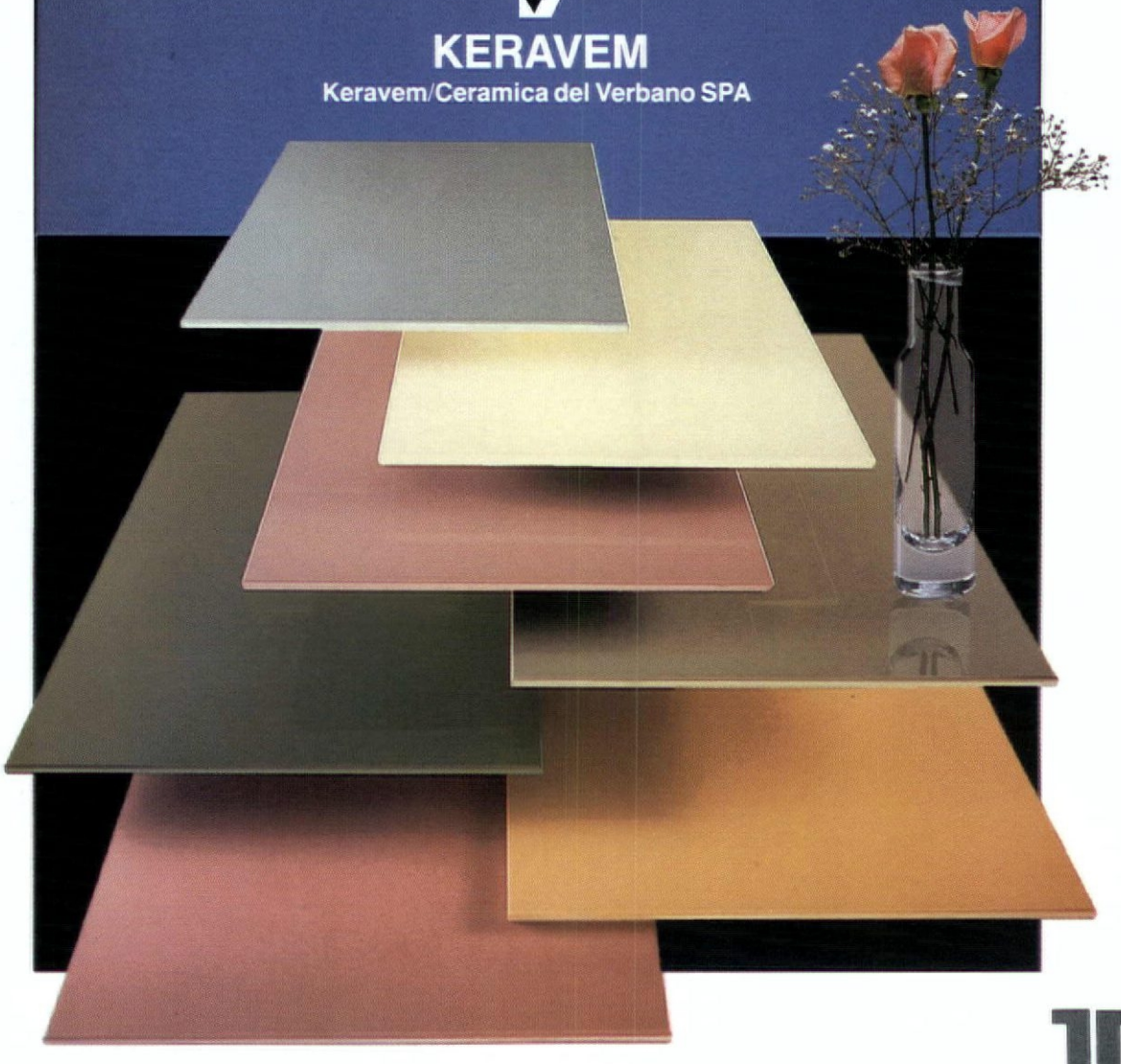
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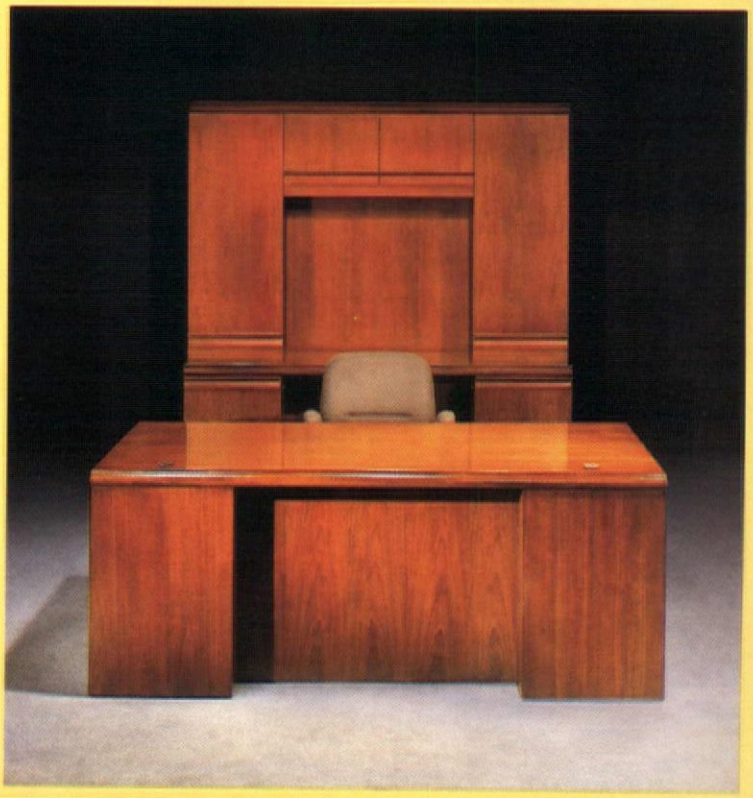
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By Eileen McMorrow

Artemide broadens customer base, Rezek, Luce Plan fill price gaps

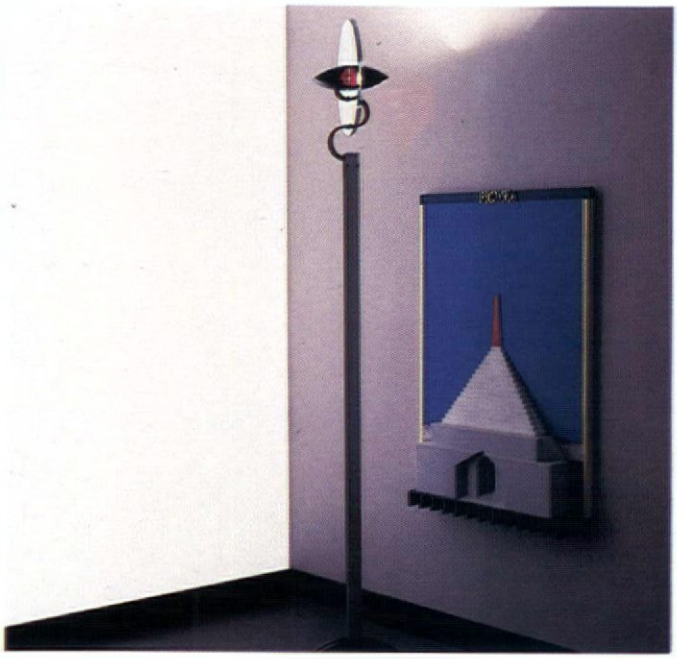


Committed to capturing a larger share of the U.S. lighting market, Artemide Inc. is appealing to designers with a newly acquired array of low- to high-end fixtures. The lines, products by Ron Rezek Lighting + Furniture, Los Angeles, and Italian company Luce Plan, do not alter Artemide's image of high-quality, high-design. Rather, they serve to help fill the gaps in the firm's existing price structure.

While Artemide's exclusive distribution of all Ron Rezek and Luce Plan lines is expected to be beneficial to all parties involved, the venture is notable for additional reasons. The arrangement with Ron Rezek marks the first time that an Italian company has taken on distribution of an American-made, American-designed line; Luce Plan lines were previously distributed by Artemide's competitor, IPI.

"Artemide aims to be complete in its diversity of product," notes Guido Buratto, executive vice president, Artemide Inc. "With the addition of all Ron Rezek and Luce Plan lines to our distribution network, we can now offer well-designed products that range from the very expensive to the not-so-very expensive."

Buratto further acknowledges that the recent business ventures are part of a major expansion plan, led by the firm's parent company, Artemide S.p.A, in Milan. "The actions are in keeping with Artemide's intent to distribute lines by companies in which we have acquired an interest," he says.





At top, the Olimpia floor lamp is among the 1987 introductions for Artemide, an Italian company, which has taken on distribution of the American-designed, American-made Ron Rezek Lighting + Furniture line. The Zink table lamp, at bottom, reflects the medium-priced, high-quality product line now available, exclusively through Artemide.

As a result of the new distribution arrangments, Artemide expects to see a quantum leap in its annual U.S. sales volume. Whereas the firm reports a 1986 U.S. sales volume of approximately $7 million, it predicts sales volume for 1987 to reach well over $12 million.

The first public glimpse of Artemide's actions occurred during New York's premier design event, Designer's Saturday. At that time, visitors to the company's newest showroom in the International Design Center, New York and its soon-to-be-closed 150 E. 58th Street unit, were pleasantly surprised to find displays of Ron Rezek, Luce Plan and Artemide products all sharing the same space.

Among items featured were Ron Rezek's Zink, a table lamp designed by Ron Rezek, president of the firm that bears his name, and Luce Plan's Berenice D12, a halogen table/task lamp designed by Paolo Rizzatto and Alberto Meda. Artemide's 1987 introductions included Agamennone, a halogen floor lamp designed by Emilio Ambasz; Aretusa, a suspension fixture by Tizio designer Richard Sapper; Ettore, a halogen floor lamp designed by Ernesto Gismondi, president, Artemide S.p.A.; Mélanos, a table/task lamp designed by Mario Botta.

The additon of these products and more to Artemide's showrooms and distribution network, says Buratto, is a complementary factor. "The lines complement Artemide's

(Continued on p. 98)



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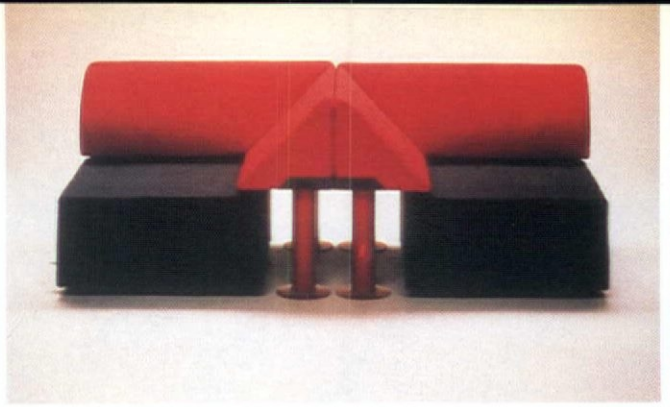
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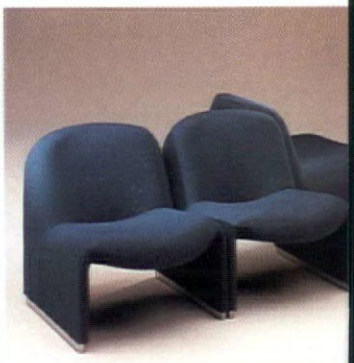
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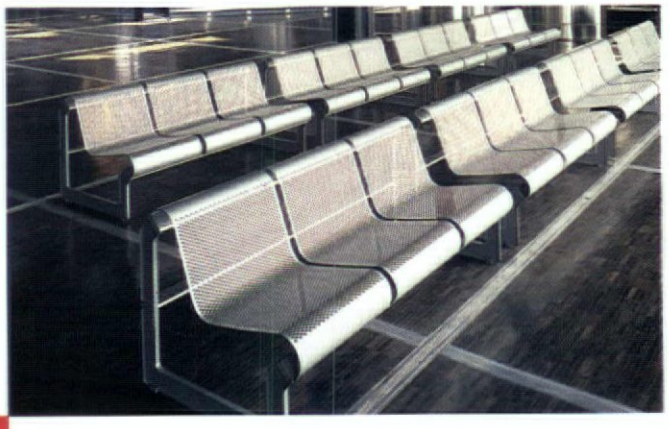
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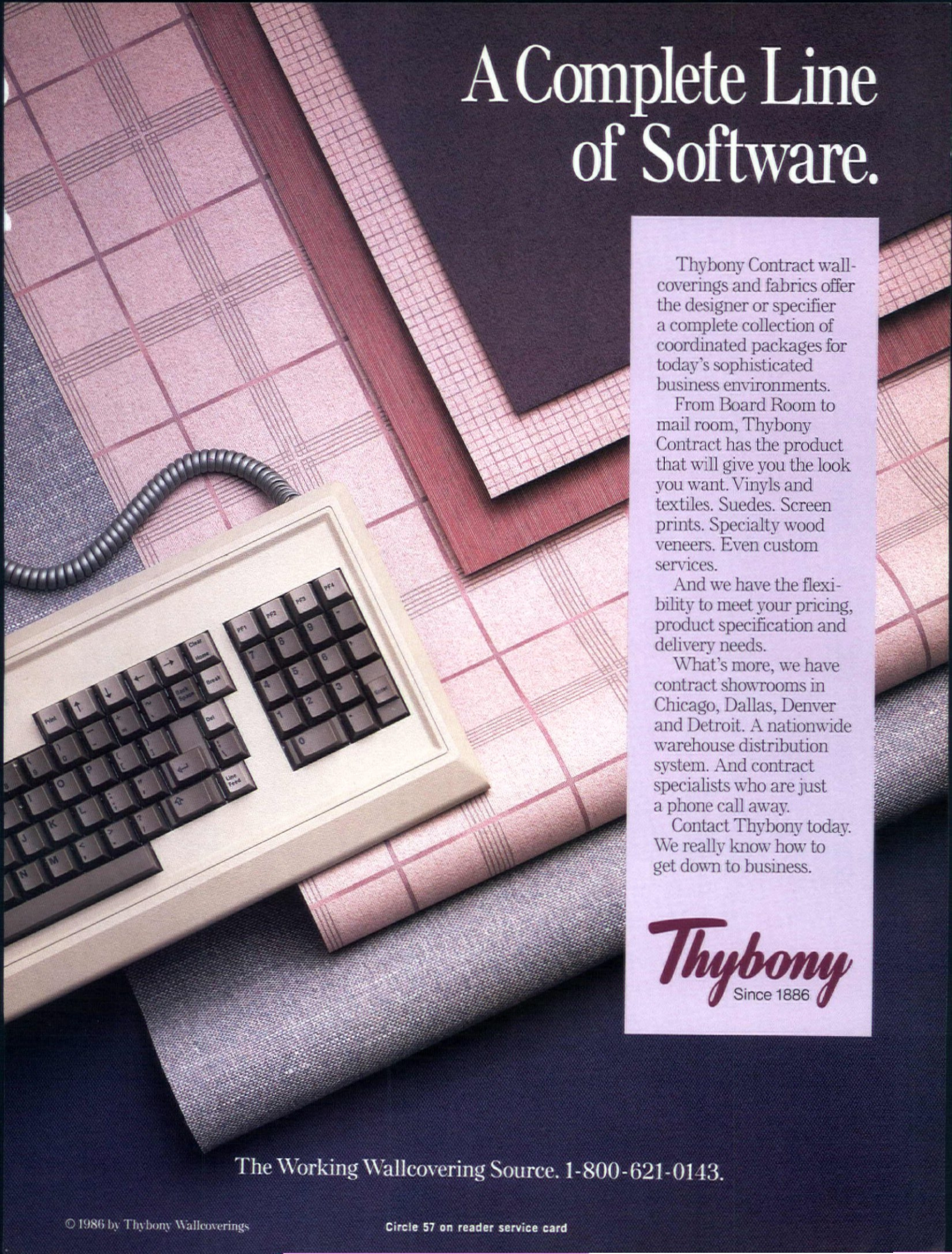




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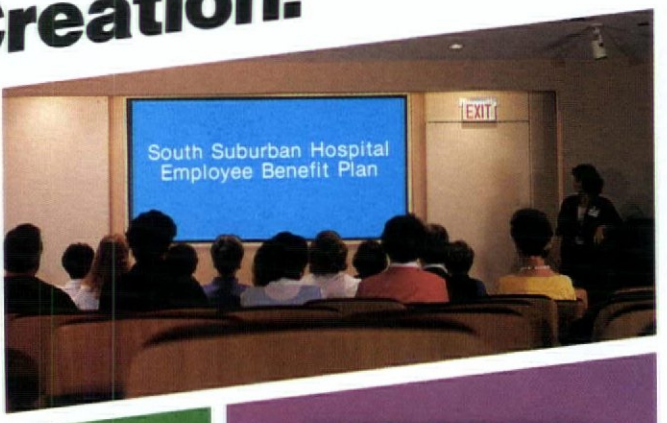
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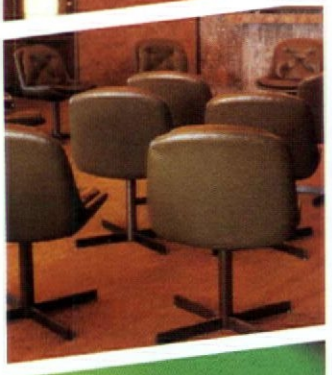
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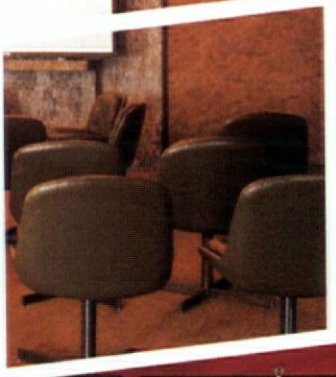
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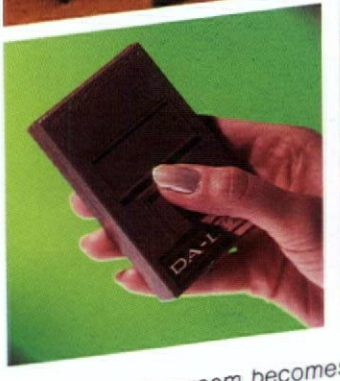






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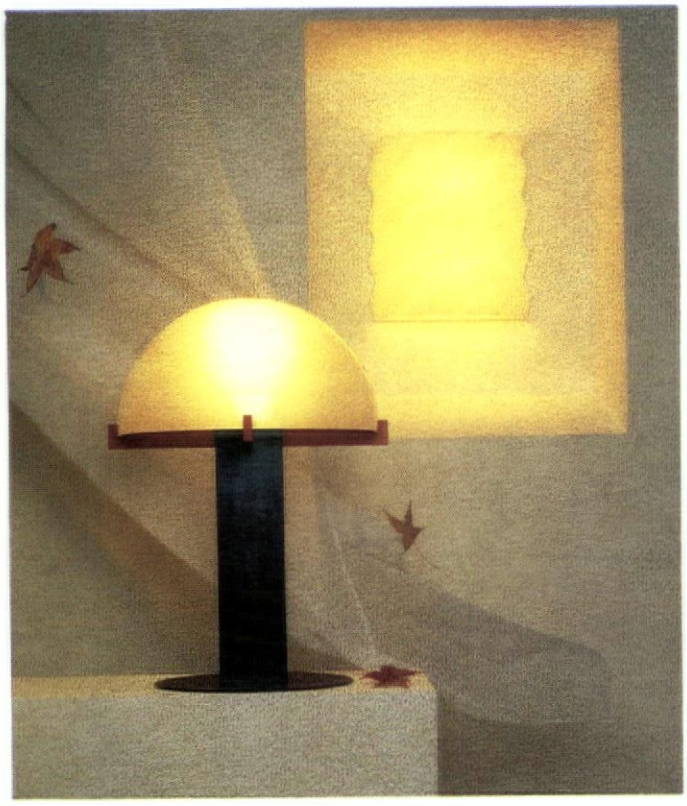
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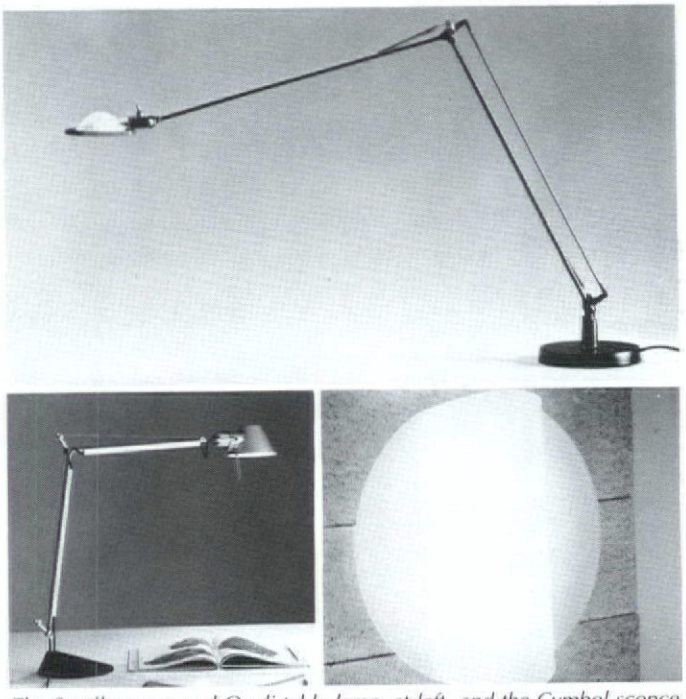
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New lines fill specific contract needs





The Scroll sconce and Ovuli table lamp, at left, and the Cymbol sconce (bottom, right) are part of the Ron Rezek line being distributed by Artemide. Berenice from the Luce Plan Collection at top is a low voltage halogen table-task lamp. Bottom left shows Artemide's Tolomeo lamp.

(Continued from p. 89)

own products and fill existing gaps in our distribution package." Of Luce Plan, a prestigious, award-winning Italian manufacturer, he notes, "Most of the models in the Luce Plan line are unique and fill very specific applications, particularly in the contract market. The quality of these objects places them in the medium-to-high price range."

By taking on distribution of Ron Rezek products, however, Artemide enters the realm of lower-priced fixtures.

"My products are more simply made and are priced well below the average Artemide item," says Rezek. "Now, an Artemide customer who does not wish to spend a few hundred dollars for a wall sconce has a ready option to buy one for $80."

Provides local source

At the same time, Rezek will continue to produce his fixtures in Los Angeles, providing Artemide with a local source of product.

Artemide's arrangment with Ron Rezek has significant impact for both parties. "The Ron Rezek lines have tremendous sales potential," says Buratto. "For Ron Rezek, this marriage will mean immediate and sizeable sales growth of its products—particularly on the East Coast where the firm's distribution has been weak. For Artemide, this is a significant leap ahead in its consolidation in the American marketplace. The move also gives Artemide an opportunity to increase sales on the West Coast—an area where the Ron Rezek name is very strong."

Adds Ernesto Gismondi, "Ron Rezek represents the best in American lighting manufacturing today. Apart from distribution, our two firms will be able to collaborate on future product design and development. Through this arrangment, we can combine skills and ideas from both continents."

Rezek is optimistic that the arrangement with Artemide will increase sales of his firm's products by about 60 to 80 percent over the next two years. "I hope we'll grow like crazy," he says. "We've committed to a larger advertising budget. Artemide has a large, established client base which we hope will find application for Ron Rezek products.

"This move is mutually beneficial," he adds. "For me, it's advantageous for the marketing aspect. I can concentrate on design while Artemide takes care of distribution. For Artemide, the move is beneficial because it gives that company greater breadth of product and local manufacturing."

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Arianna designed by Carlo Vietri, Mirage W designed by Franco Civetti, Kilo W designed by Marco Zotta, Argo designed by Gruppo Lefsina

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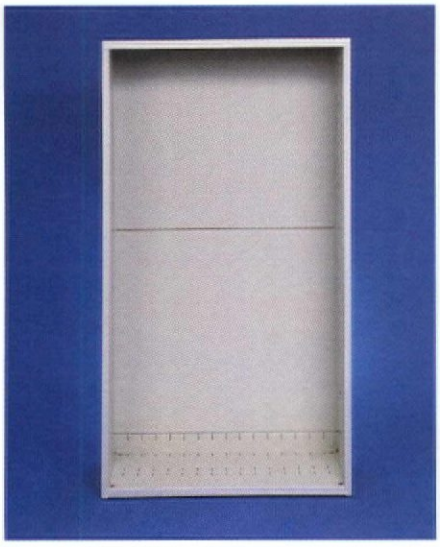
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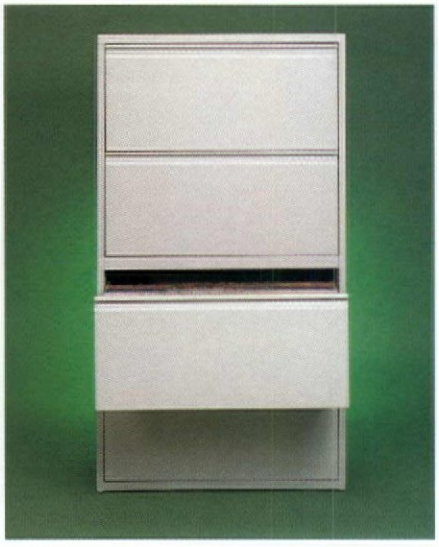
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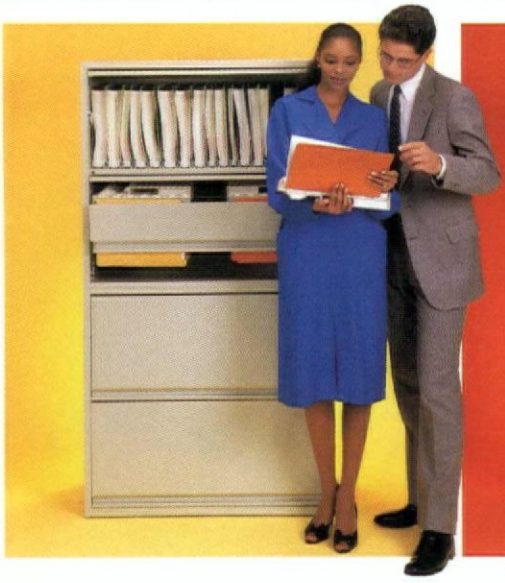
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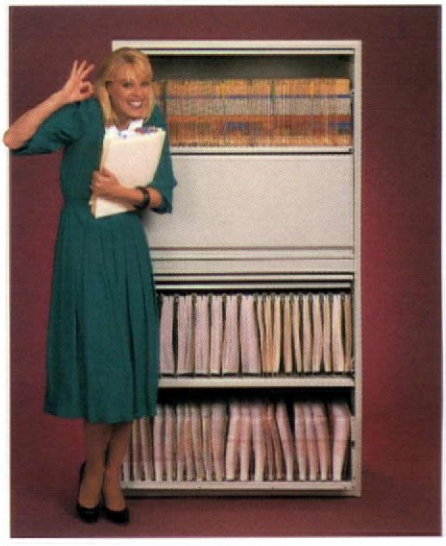












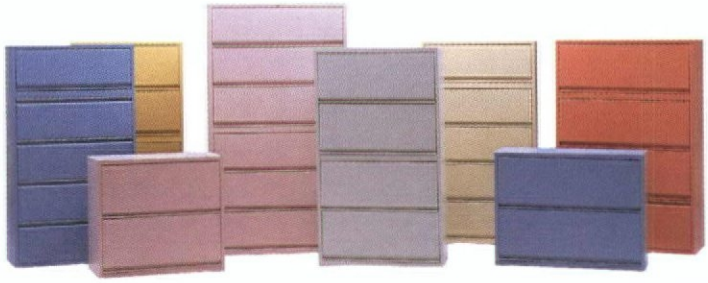
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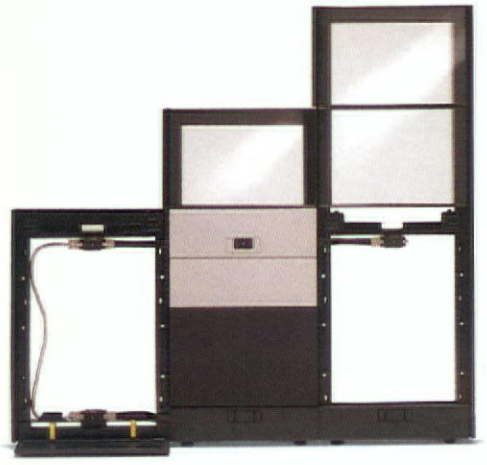
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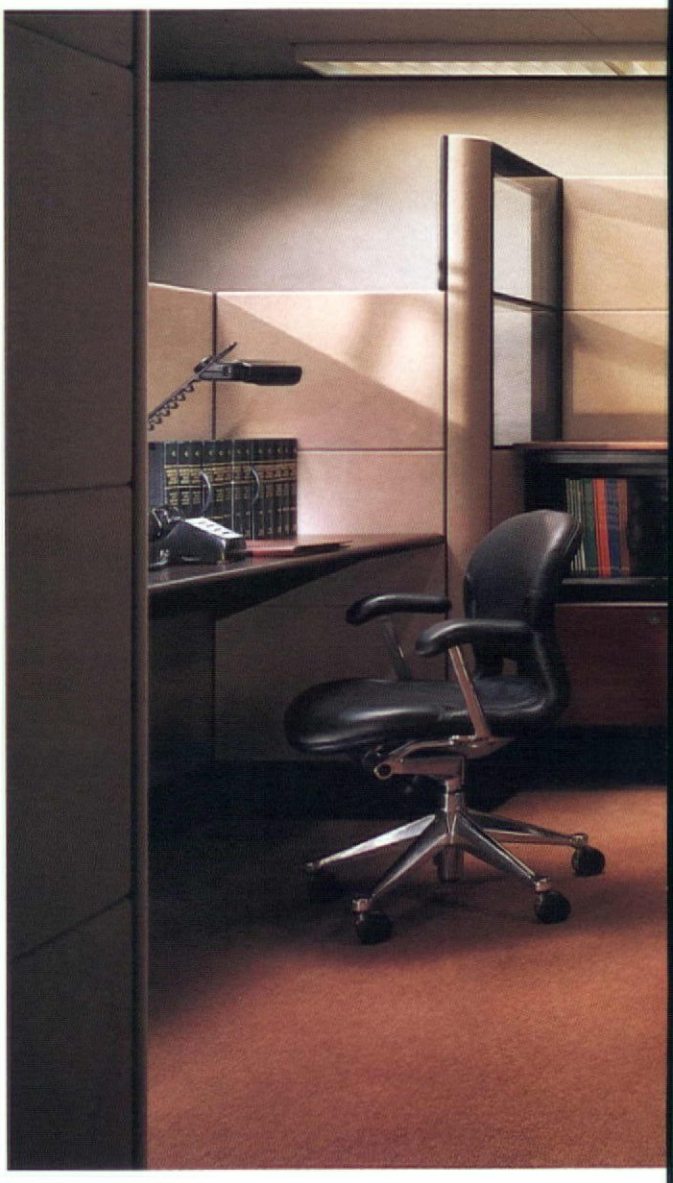
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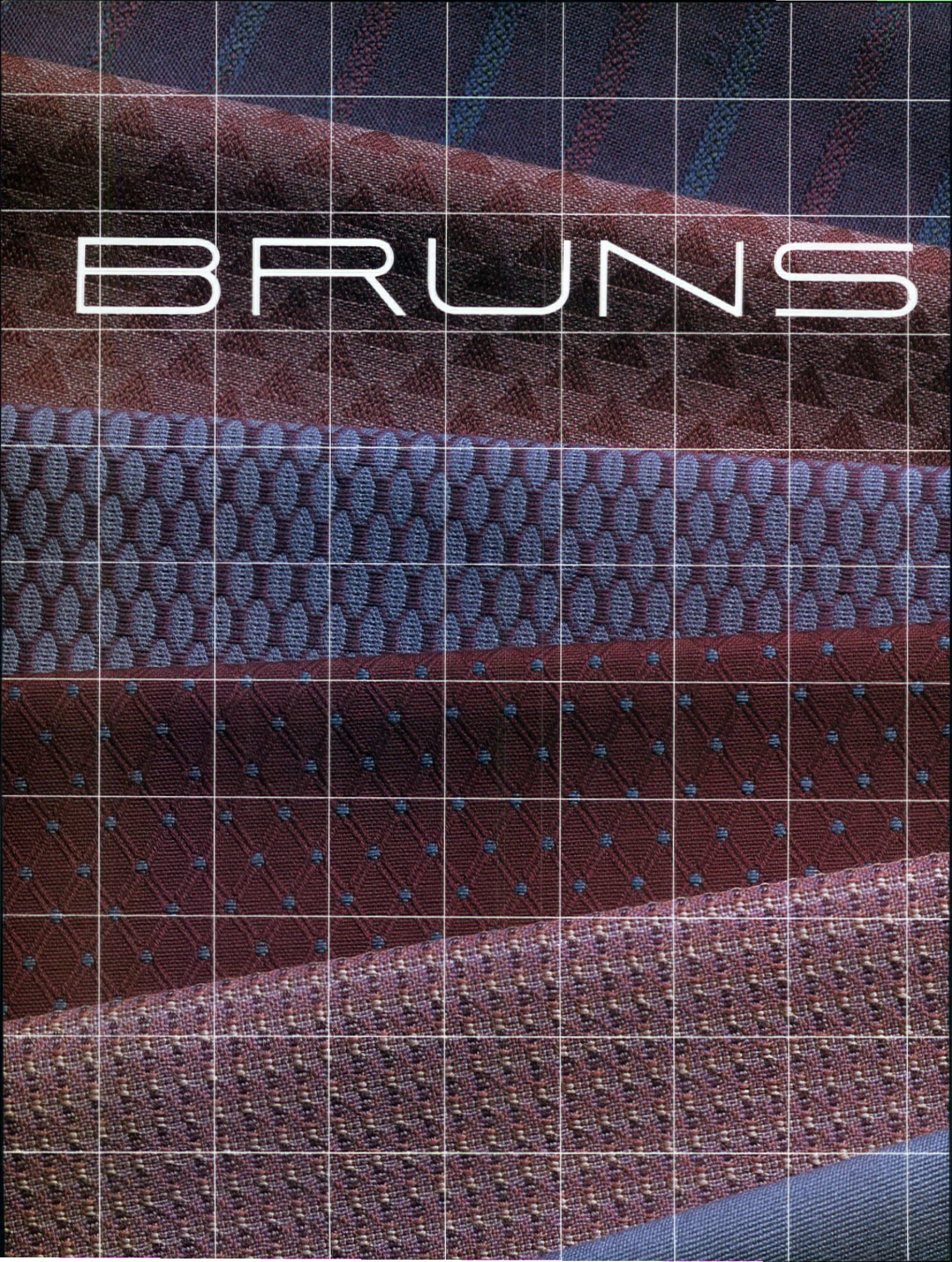


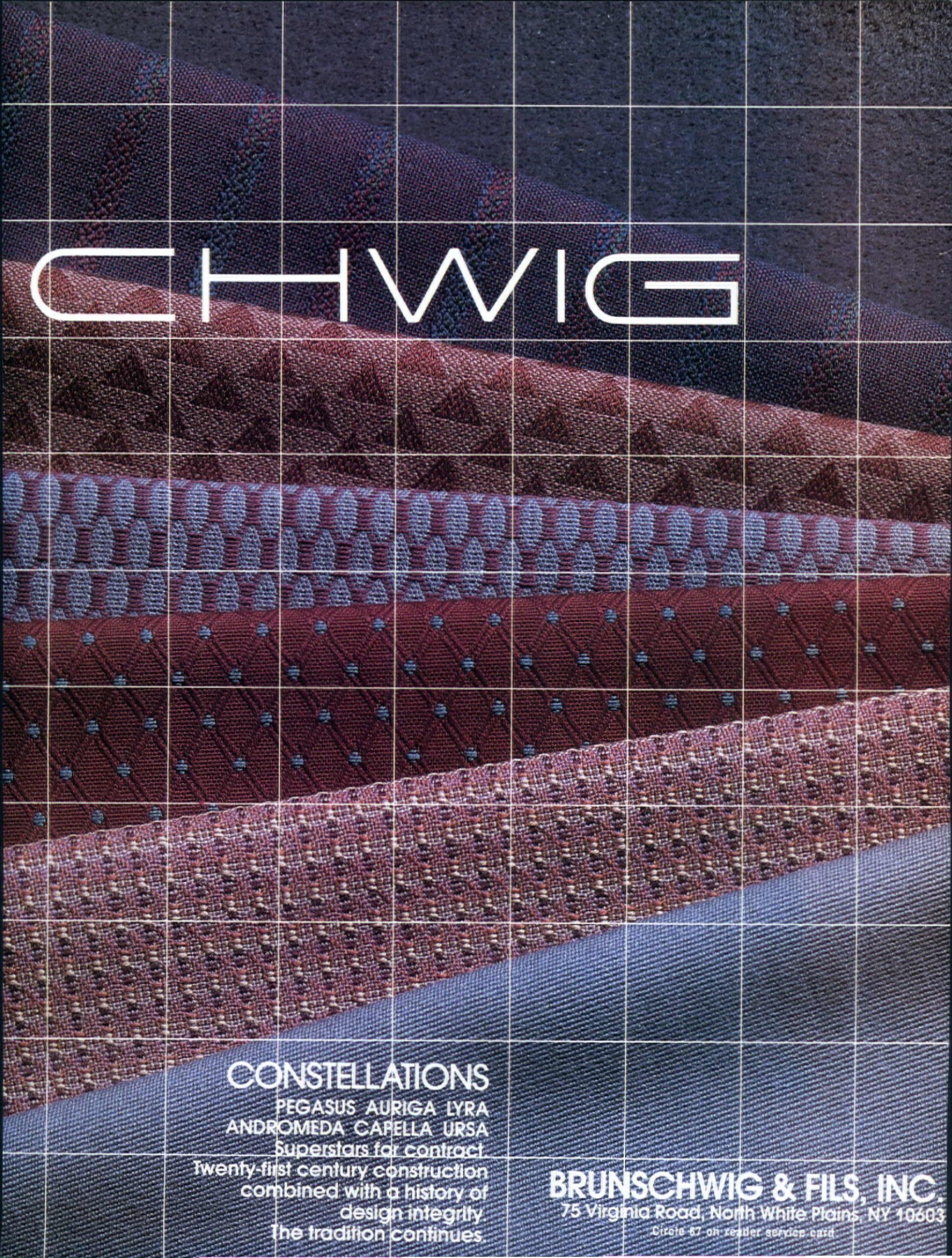
tile holds tools for organizing paper, for storage and display. An adjustable shelf tile adds horizontal surface. A picture frame tile displays art and photographs. A marker tile provides a vertical writing surface. A radiant heat tile generates warmth where the user is cold, and – economically – only there. An acoustical tile improves the acoustics precisely where needed, and only there. A beltline wire management tile puts wires, cables and outlets at work-surface height. Open tiles improve air circulation and allow paper and equipment to be passed between offices. Window tiles let the light in (and the user's vision out).

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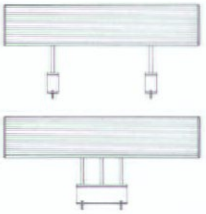
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Atelier International launches new U.S. product development program

By **ROBERTA WALTON**
Executive Editor

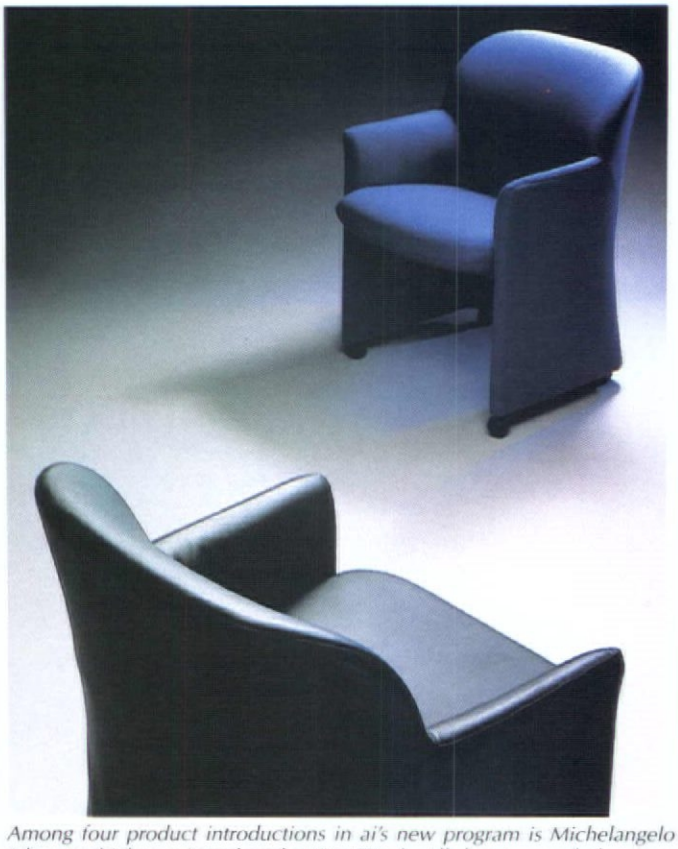
On the occasion of its 20th anniversary, Atelier International is embarking on a new product development program involving local manufacture of European-designed lines which conform to American specification standards.

While products will eventually be generated by various leading design consultants under ai's guidance, the first offering introduced at WestWeek and others planned for NEOCON and Designer's Saturday, have been developed with the Centro Design e Comunicazione, Milan, Italy, the design consulting firm for ai's longstanding partner, Cassina.

In announcing his new venture for the first time through CONTRACT magazine, Atelier International president/founder Steven Kiviat notes that the growth and prosperity of the company has been founded upon the successful domestic representation of foreign products. He describes the new venture as a means of capturing an even greater share of the contract business created by specifiers who want European design, but who are concerned about diverging functional criteria normally offered by European product.

Says Kiviat, "Product introductions that come from companies which strictly import from overseas reflect what is available in Europe, rather than what U.S. designers need. Our U.S. product development program changes that."

While Atelier International will continue to represent and license foreign products for the States, the main thrust of the company's contract business growth in the next three-to-five years will come from the new product development program. It is projected that by 1988, the program's '87 introductions and those of '88 will equal 10 percent of contract sales for the company. By 1989, some 18 percent of contract sales will be contributed by the new lines.



Among four product introductions in ai's new program is Michelangelo (above) which was introduced at WestWeek. All drawings and photos on these pages © copyright Atelier International Ltd. 1987.

In addition, it is anticipated that the new program will boost the firm's total contract furniture sales from a baseline of 41 percent of overall volume in '86, to a projected 55 percent of volume by the end of '88.

Healthy sales performance at ai stem from the significant revenues generated by "classics" it has introduced to this marketplace from 10-to-15 years ago. In fact, the company's new product development strategy is a response to growing contract marketplace interest in ai's designs. Notes Kiviat, "The Nova stacking chair which was introduced in 1971 has grown steadily in sales, and continues to do so. Similarly, the Tentazione club chair introduced in 1973 by Mario Bellini has taken off in the past three years due to ai's shift in marketing approach and change in tastes of the corporate client."

Kiviat notes that in an industry where a typical product lifecycle is 10 years, Atelier International is selling many products that haven't yet hit their true stride in that time period. The peak sales performance for many of the firm's lines has not yet been reached.

Also counted among ai's most popular sellers are products of the firm's "Masters Collection," featuring designs of the late architects Le Corbusier, Charles Rennie Mackintosh, and Gerrit Thomas Rjetveld; the works of Erik Gunnar Asplund have recently joined the collection. In addition, the company is now licensing designs by the late American master architect, Frank Lloyd Wright. These products complement the firm's offerings in lighting and residential categories.

American design esthetic

The company's new U.S. product development program is predicted to elicit enthusiasm from designers since ai's new lines are patterned upon a design esthetic distilled through years of tailoring Euro-design to the needs of American end-users. The guiding conceptual strategy for all products in the program is to achieve a marketable balance of design innovation, esthetic refinement, and designer/end-user acceptance.

Because of Atelier International's strong position as a seating source, the seating category is the target for the firm's new group of four product introduc-



Photo by Lori Schulweis

tions. They include:

- "Michelangelo," a pull-up chair and conference chair previewed at WestWeek;
- the Uni-Duo barstool, also introduced at WestWeek, which is a product line extension broadening the Uni/Duo seating line cited with two IBD/CONTRACT Magazine Product Design Competition gold awards in 1982.
- The Cane chair, an executive guest chair with arms patterned after a walking cane, to be introduced at NEOCON;
- a lounge seating group that springs from the now-classic tuxedo sofa for introduction during the Designer's Saturday market.

Says Kiviat, "In order to have our contract business achieve the growth we want it to, our product strategy is to produce our own products which will still have a European look, but which will be responsive to the American design idiom and corporate client.

"Designers are freer to use our products today than they ever were before. Corporate America is open to styling from abroad, but what sells here is what Europe produced five-to-10 years ago. The American market demands product that is different from Europe's and our new products will hopefully reconcile the differences through design produced to current domestic standards. Pricing and design criteria will be consistent with Atelier International's quality market image, but targeted at price points to compete with established manufacturers," says Kiviat.



Cane (above) will be introduced at NEOCON, followed by a lounge seating group for preview at Designer's Saturday spearheaded by ai's Kiviat (top photo, left), Ferraro, and Walker (seated).

The new program was launched in November, 1985 and produced its first product 17 months later at the Los Angeles market. A considerable amount of market research for the line included focus group sessions that identified many specifier needs, including frame finishes, seat-height requirements, and price points. In creating the new program, ai's objective was to design product that is comfortable to a reasonable cross-section of corporate America while continuing to pursue its corporate mission of providing innovative high-quality products.

"We aren't backing away from our position as a manufacturer representing unique European product. But, we do feel that an American 'comfort factor' is important to achieve. The Cane chair, for example, takes its cue from Europe, but the shape is sensitive to an American esthetic," observes Kiviat.

"In all industries, including the automotive industry, the synthesis of European styling with the realities of the American marketplace is occurring."

By NEOCON, ai's contract seating will include nine product lines offering broadened price points and design alternatives. Altogether, by the end of '87, the company will have made four contract product introductions, five residential, three in lighting, and a number of product enhancements.

The receptivity of Americans to ai's foreign lighting product imports has been enthusiastic. Therefore, minimal lighting product design alteration has been required for this market. However, the firm does operate a comprehensive UL-listing program to assure that its lighting lines meet U.S. electrical codes. As part of its new product development program, ai is currently studying adding a task lamp designed by an American.

And, as a natural follow up to its seating lines, Kiviat mentions that a new conference table series is planned. "Conferencing is getting more important and more prevalent. Conference tables double as desks," Kiviat notes. A conference table collection is planned for NEOCON '88, along with another conference chair.

To accommodate its expanded production and future plans, ai's Plainview, Long Island, N.Y. plant has been enlarged and equipped with enhanced facilities for upholstery, painting, and wood assembly operations.

The company has not predetermined which foreign manufacturers it will be working with on new lines, although Holland, Spain, and Japan are seen as countries it may be exploring for sources.

Concludes Georgina Walker, divisional manager, Atelier International, "We've been successful in carving out a niche, but we believe that there's room for more growth.

"In many cases, a product's esthetic has had to catch up with the market, or vice versa. We'd like to create products which can meet the needs of today's market and today's consumer. We have to educate specifiers that our new lines are not less unique than what we are known for, but simply that they are different."

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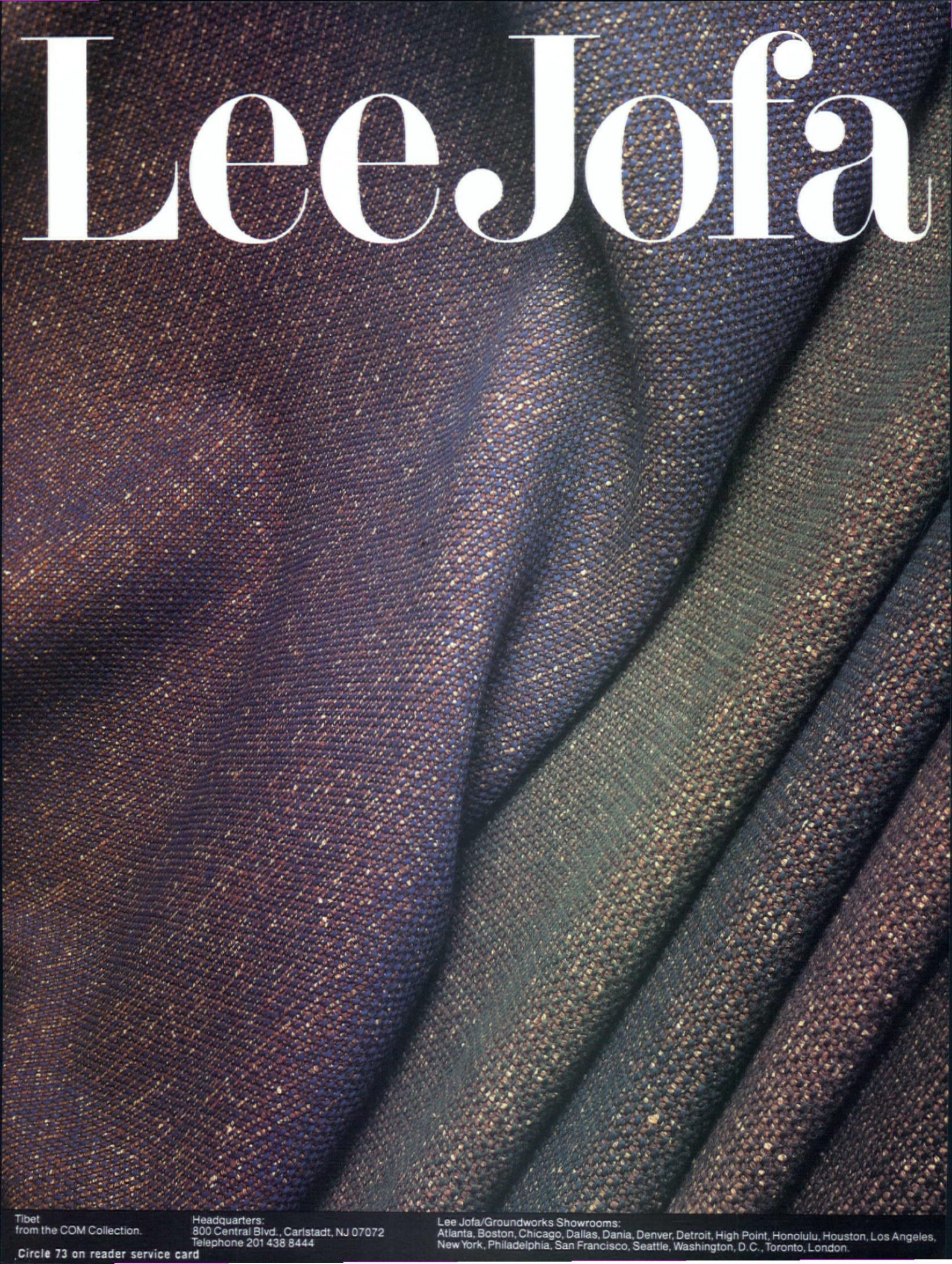
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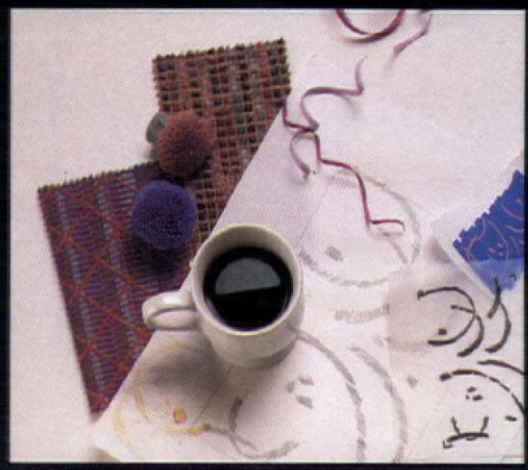
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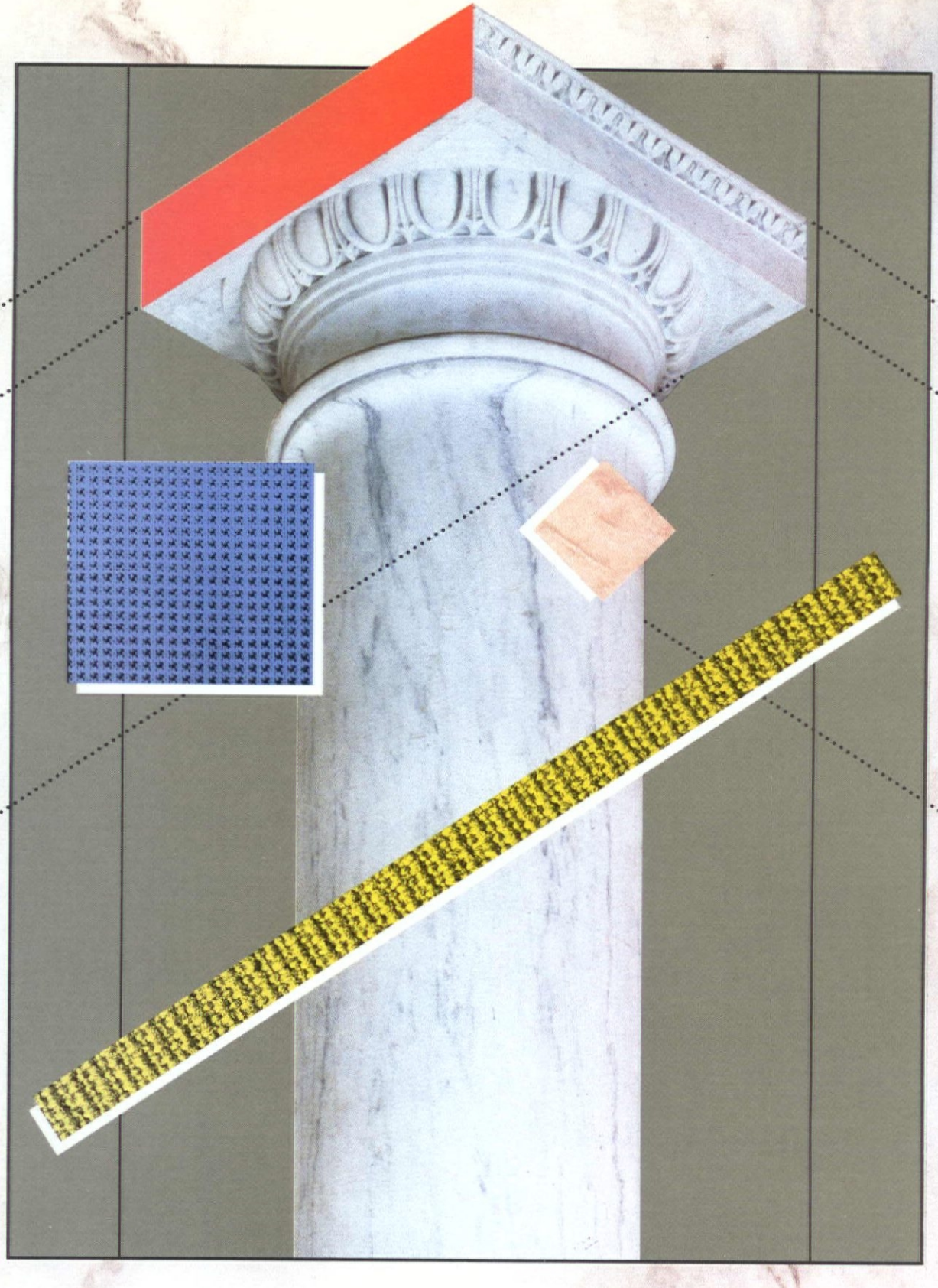
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Independence suits chair designer Peter Buhk

By **SARA O. MARBERRY**
Managing Editor

Although his name is not exactly a household word in the contract industry, more people are probably using Peter Buhk's seating designs than those of any other designer in the business. An early advocate of ergonomics in seating, Buhk's 17 years of experience working behind the scenes at Steelcase, Herman Miller, and most recently as an independent designer for Allsteel, has produced many volume leaders in contract office seating. Chairs like Steelcase's 472 Stacker, 430 Series, and Concentric are long-time bestsellers. But his favorite chair is the Bühk 100 Seating series (the company added the umlaut to aid in pronunciation) introduced by Allsteel at NEOCON last year. The five-model line, Buhk's first project as an independent designer, won a Silver Award in the 1986 IBD/CONTRACT Magazine Product Design Competition.

"I think people always say that the last thing they do is the best," proffers Buhk. "But working on this chair was real satisfying. We established targets to hit and went beyond our expectations."

User comfort, simplicity of operation, and value were three of the criteria for the Allsteel chair, which has been very well-received in the marketplace. "Designers like the look of the Bühk 100 line," says Buhk. "It's a chair that fits into all workplace environments, one that carries itself well from the high- to low-price range."



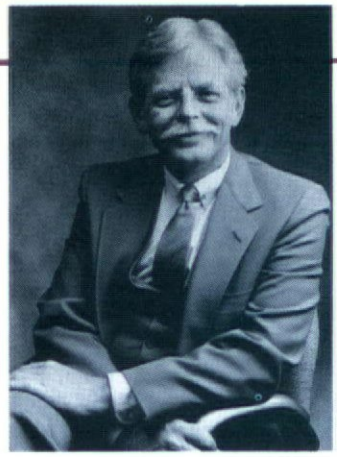
"I attempted to produce a clean chair with continuous lines and a product that features a consistent use of materials," says designer Peter Buhk of Allsteel's Bühk 100 Seating line. The chair won an IBD/CONTRACT Product Design Competition Silver Award in 1986.

U. of Illinois–educated

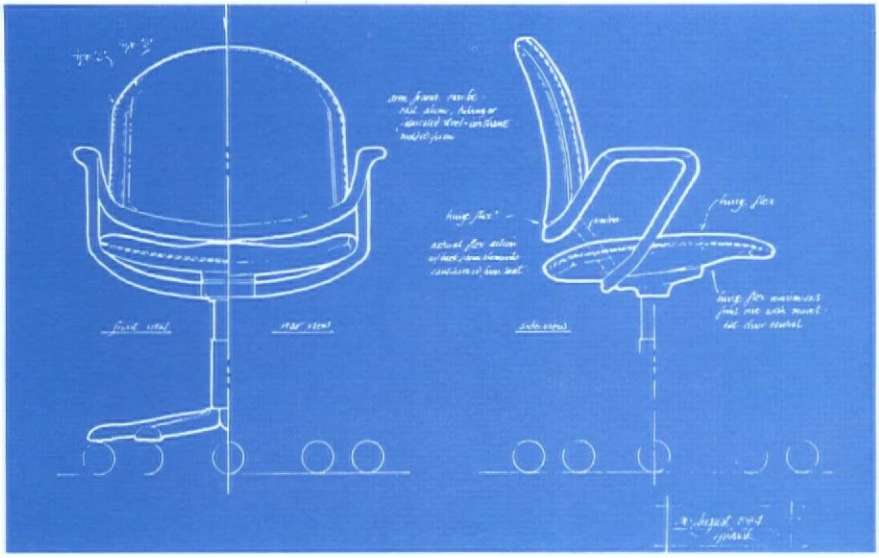
Born and raised in Wisconsin, Buhk's career as an industrial designer started at the University of Illinois/Chicago campus when it was at Navy Pier ("gives you an idea of how old I am," jokes the 50-year-old designer). He studied with professors who were of the "New Bauhaus" school—the "why not do it" philosophy of design. After transferring to the U. of I's main campus in Champaign, Ill., Buhk graduated in 1962 with a Bachelor of Fine Arts degree in industrial design. He spent the next five years moving around the Midwest as a designer for various products, such as point-of-purchase displays, electronic instruments, light fixtures, and dozens of miscellaneous items.

Buhk joined Steelcase, Grand Rapids, Mich., in 1967 as a senior industrial designer. It was there that he started utilizing human factor studies and anthropometric data to produce ergonomic chairs. But because Steelcase chose not to publicize his early work in this area, Buhk has never claimed to have designed the first ergonomic chair, though he may well have done so. "Those were exciting times at Steelcase, the company was just starting to grow," he recalls. After a brief stint at Herman Miller in 1971, Buhk came back to Steelcase in 1972 and left in 1984 to become an independent designer.

"Although I really liked Steelcase, I



"A product has to be an end in itself, not an ego-builder for the designer. Design should not be elitist. There is no reason why an inexpensive product can't be well-designed."
—Peter Buhk





Buhk's sketches for his seating line for Allsteel (top) reveal a simple, yet functional design. A total of five different models, including management, professional, operational, and side, are offered in arm or armless versions (bottom).

wanted to grow in a different way. So, I decided to become independent."

Driven by principles

Not surprisingly, Buhk is an easy-going person who is enjoying the freedom of being on his own. He works out of his home in Wyoming, Mich. (a suburb of Grand Rapids), where he lives with his wife of 30 years and two of his three children. In his spare time he has written a novel (yet unpublished) and wants to renew painting and sculpting. Every morning, Buhk gets up and walks his dog in the park to "clear out the cobwebs" in preparation for work.

When it comes to chairs, Buhk is a perfectionist, driven by a deeply ingrained philosophy of design. Those long-ago Bauhaus roots show up in his three principles of design: form follows function; chairs should be comfortable; and chairs should be simple. He feels that there is a lot of "bad" design in furniture, stating that often it is done as a visual statement of "something different for the sake of being different."

"A product has to be an end in itself, not an ego-builder for the designer," says Buhk, adding that design should not be elitist. "There is no reason why an inexpensive product can't be well-designed."

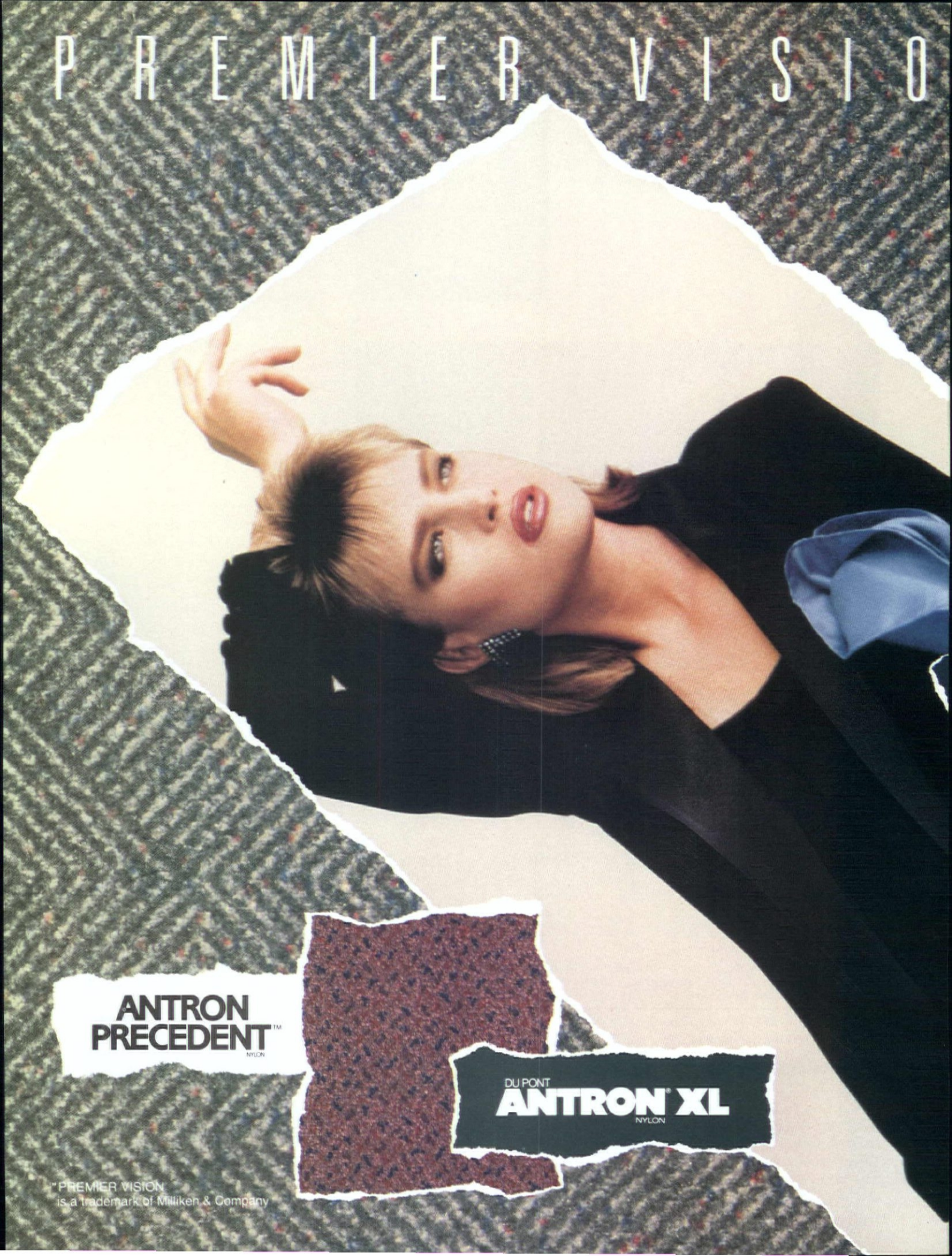
"Industrial designers don't do work via the academic definition of style," he continues. "Esthetics are based on human need and problem-solving."

More ergonomic chairs

As for the future of ergonomic office chairs, Buhk does not believe a plateau has been reached. "That's part of the challenge of being a designer," he says. "There's too much sameness in this world—whether it be cars, clothes, or chairs—design makes them different." He is currently working on several new projects and is continuing to promote Bühk 100 Seating for Allsteel. "Designing a chair is a romance," explains Buhk. "It gets to be pretty dear to you. But once it's over, you sort of tie it up in a bow and go on."

Buhk would also like to design sofas, lounge seating, tables, and casegoods. "I'd like to work with wood," he confides. "I have some unique ideas about wood that I'm working on." He also wants to design a car, but isn't optimistic about his chances of breaking into the automobile industry.

A winner of two IBD/CONTRACT Product Design awards, plus numerous other industrial design citations, Buhk is modest about his work. He has no plans for retirement, saying that, "as long as I can do things that people want, I'll still work." When asked what is most important to him about his work, Buhk simply says, "that it be an honest, sincere design statement that exists for a reason." Like the man, his chair designs are for real.□


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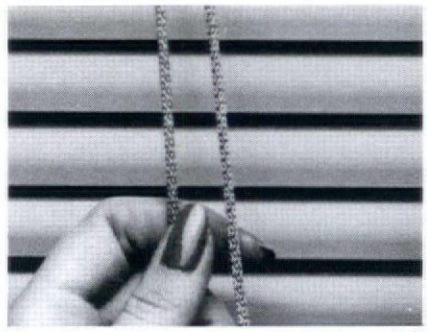
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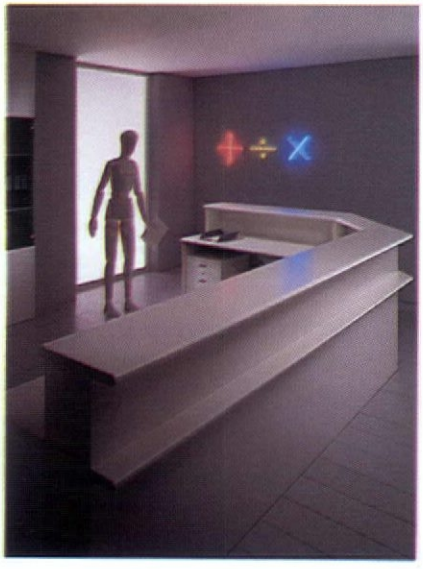
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Estel

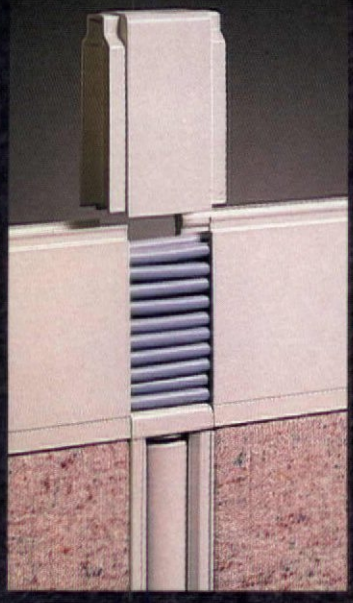


Barclay Products Ltd.

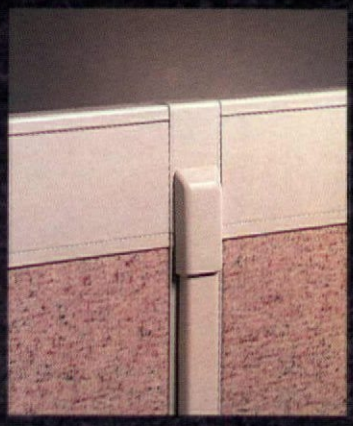


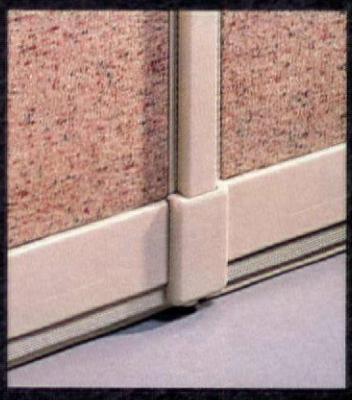
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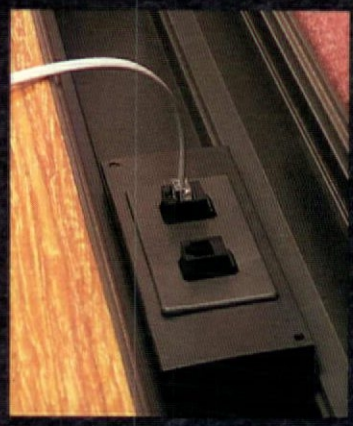
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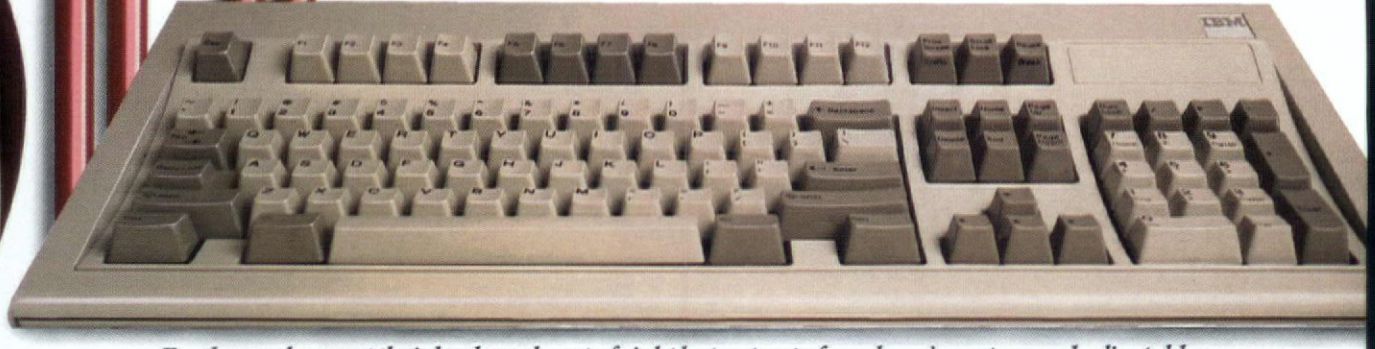


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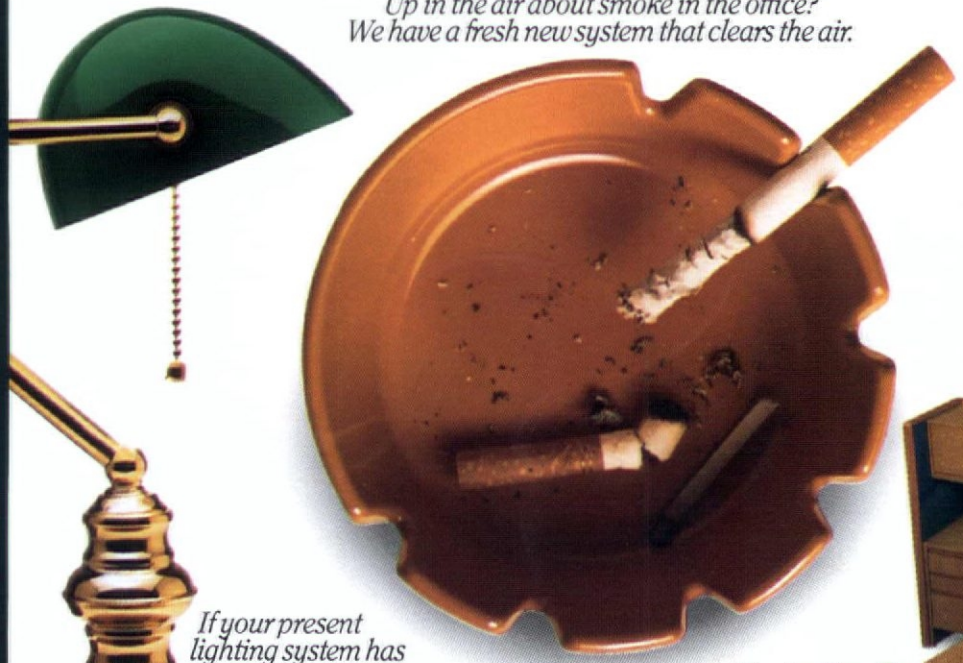


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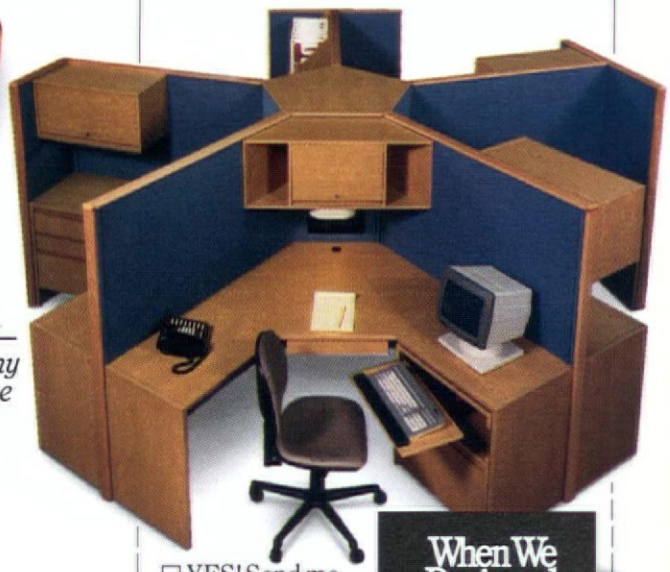
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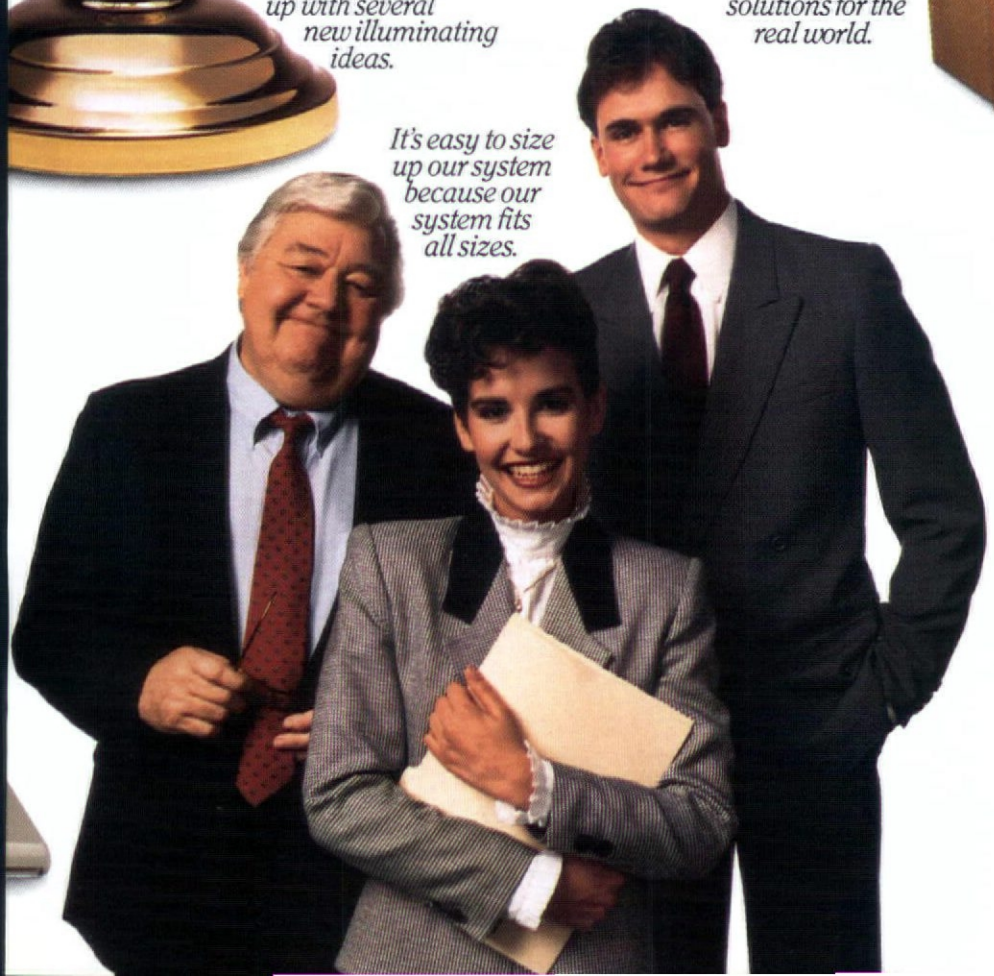


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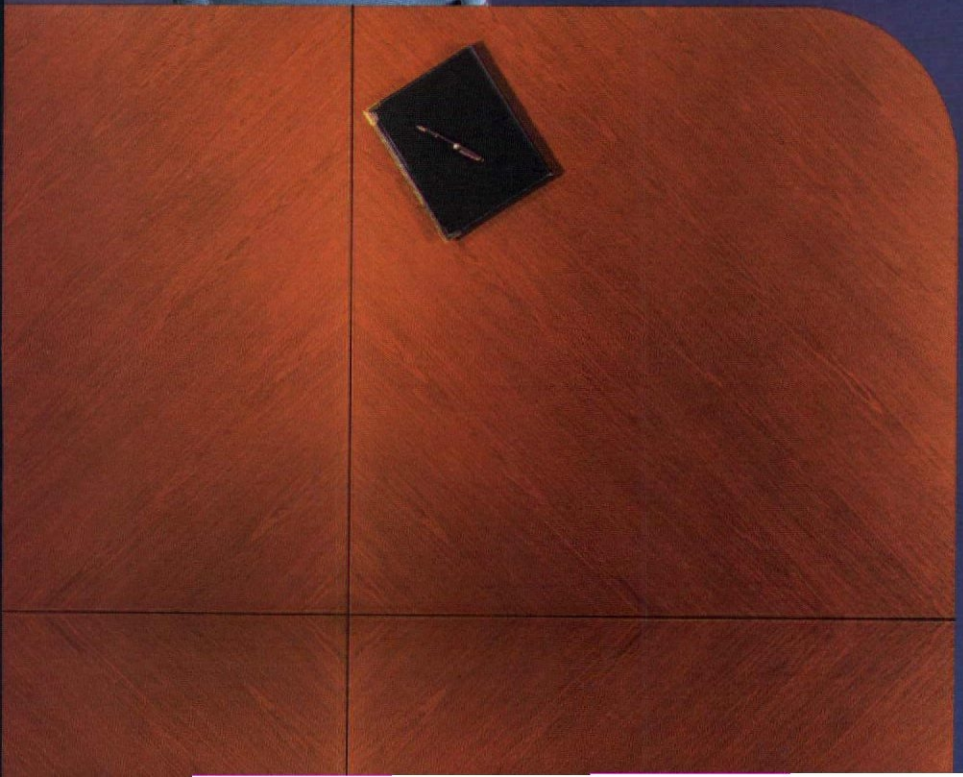
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A

Abbaka
Accent Graphics
Accenta/Expo Competence
Accessories International
Accessory Arts
Acme Brick Company
Adam James Textiles
AEG/Andi Gas
Aetnastak
Agati
AI (Atelier International)
Ainsley Lighting
Alaniz Editions
Alape
Alexander Smith
Algoma Hardwoods
Alko
Allied Chair Mats
Allsteel
Allyn Bank Accessories
Almedahls Drapery Fabrics
Alsons
Alumax
Amana
Amanda Lighting
Amaru Tile
Ambiant
Amcoa Glass
Amedeo
American Drew
American of Martinsville
American Seating Company
American Shower Doors
American Standard
Amisco
Amity Lamp Co.
Amoco/Polaris
Amy Spencer Jewelry
Anderson Hardwood Floors
Andrea West
Antigua Tile
Antiques
Aquarian Realm
Architectural Emphasis, Inc.
Architectural Neon Designs
Architectural Supplements Inc.
Architex Fabrics
Architex International
Aristocrat Upholstery
Armstrong
Art Tex
Artesanos Tile
Artisan Seating International
Artisans of California
Art-Flo
Arwa
Ashe Brick Company
Asher-Cole
Ashford Collections
Ashley Carpets
Ashley Manor
Asiarts
Astra Tile
Atlantic Datafurniture Prod.
Aurora
Autumn Guild Mirrors
Avatar
Avery Boardman, Ltd.
Avonite
Azrock
A. Brandt
A.G.I.
A.H. Bennet
A. Sommer Textiles

B

B & B America
Baldwin
Baldwin Hardware
Bamboo Odyssey
Bang & Olufsen
Barbara Baji
Barbini Lighting
Barclay Fabrics
Bathroom Jewelry
Bauer Lamp Co.
BEGA/FS
Bell Tower
Belmont Carpets
Benchmark
Benedetti Corporation
Bentley
Benzle Jewelry
Berber Rugs
Bernhardt Casegoods
Beth Weissman
Beveled Glass Designs
Beylerian, Ltd.
Bickerstaff Clay Products Company
Bielecky Bros.
Bigelow
Bill Miller Sales
Biltrite
Binswanger Mirrors
Birum
Biscayne Fabrics
Black Sheep Glass
Blake Street Glass
Blatt & Associates
Bleta Roof Windows
BMI Mirror Doors
Bokharas
Bonaventure
Boussac of France
Bowerston Shale Company
Boyd Lighting
BPC
Brandrud
Brandt
Brass Collection
Brayton International
Bremworth Carpets
Briggs
Bristolite Skylights
Broadway Collection
Brown Conference & Computer Tables
Brown Jordan
Brueton
Bruse Wood Floors
Budget Panel Systems
Burns Brick Company
Burns Fine Art Ltd.
Bussandri
B. Berger Co.
B. C. B. Desks
B.F. Goodrich Vinyls

C

C W Design Inc.
C & R Designs
Cabin Craft Rugs
California Artup
California Glass
Camelot
Canton
Capel Rugs
Carefree
Carnegie Fabrics
Caroline Mirror
Carpet Distributors of America (CDA)
Carpeton Mills
Cartwright Inc.
Casa Bique
Casa Stradivari
Cask Quintao
Castlegate Entry Systems
Catalina Carpet Mills
Cavalier
CCN
Century Chair
Century Furniture
Ceramiche Piemme
Ceramics, Inc.
CFA, Inc.
CHF Industries
Chaircraft Inc.
Chambers
Chapman
Charlemagne Designs
Charles Pollock
Charlotte Company
Charvoz-Carsen Corp.
Cheret
Cherokee Brick Co. of N.C.
Chicago Faucets
Chris Gonze
Chris Tully
CitiLights Lighting
Classic Leather
Cloud Ceramics
Cold Spring Granite Co.
Collins & Aikman
Colonial Mills
Colorcopia Carpet Mills
Columbus Mills, Inc.
Comfab
Comforto
Commercial Business Seating/Style Craft
Component Building Products
Concepts International
Congoleum
Conrad Imports
Contemporary Closet Design Inc.
Contemporary Shell
Continental Brick Company
Continental Clay
Contractors Wardrobe
Coronado Stone
Corragio Fabrics
Correia
Corsican Brass Beds
Cotrade Seating
Councill Craftsman
Councill Desk & Chair
Country Floors
Country Life Designs
Couristan
Cox
Craft Fabricators, Inc.
Cramer Inc.
Creative Storage Systems
Criterion Mills
Crocus Hill Workshop
Crown
Crystal Cabinet Works, Inc.
Cunningham Brick Co.
Custom Berber Rugs
Custom Flooring
Custom Rag Rugs
CustomWeave Carpets
Cy Mann
C.R. Lawrence
C.S. Goodfriend

D

Dacor
Dana Creath Design
Danefurn
Dara International
Darlington Brick & Clay
David Thomas Lamps
David & Dash
David-Edward Ltd.
Davis Cabinets
Davis Furniture Industries
Davis & Davis Rugs
DCS Color & Supply Co.
Dec Art
Decor International
Decorative Crafts
Decorative First Desks
Decorators Walk
Decorloom
Deepa Textiles
Defiance
Dellinger Inc.
Delmonte Inc.
Delta
Delta Brick & Tile Company, Inc.
Demuth Tile
Dennison Monarch
Denon of America
Denver Brick Company
Dependable
Design Group Incorporated
Design Institute America
Design Materials
Design Technics
Designer Classics
Designers Repros
Designs For Leisure
Dhurries
Diamond W
Dinac Corp.
Directional
Dominick Miniero Designs
Donald Robinson
Dornbracht
Douglass Fine Scottish Leather
Drapes Etc.
Drawing Card Banners
Drawing Card Signs & Graphics
Drawing Card Specialty Art Work
Dresher Manufacturing
Duette-Hunter Douglas
Dunbar
Dunhill of CA Upholstery
Dura Supreme Inc.
Dykstra Glass Clocks
de Nicola Imports
D.F.C.

E

Earlon Upholstery
Edelman Leather
Editions Limited
Edward Ferrell, Ltd.
Edward's Editions
Egan Visual
Ege
Eggers Industries
Eisenhart
Elements by Grapevine
Eligere Carpets
Elier
Elkay
Elliptipar
Elvig Design
EMU/USA
Emeco
Endura Rubber Flooring
Energy
Ergo-Tech Systems
Erwin-Lambeth
Essex Fabrics
Estel Inc.
Estevan Brick
Eurobelt Marble
Eurotex Carpets
Evans & Black
Executive Office Concepts
Exhibit Design Systems
Exponents System

F

Fabrica International
Fabricreations, Ltd.
Fairington
Fairmount Fabrics
Fancher
Fantastic Graphics
Fauxstone
Fazar
Ficks/Reed
Fidelity Arts
Filex Metal Desks & Files
Fine Art Lamps
Fine Arts
Finer Fabrics
Firelight Glass
Flair
Flexco
Flexible Materials
Flor Grès
Focal Point
Focus Carpets
Forbo, Inc.
Forecast
Forges and Fusital Formations
Formica Corporation
Forms & Surfaces Tiles
Forms + Surfaces
Franke
Fred Cole
Frederick Cooper
Friedman Mirrors
Friendly Lyon
Futura Fabrics
Fypon Molded Millwork

G

Gaggenau
Gammapar
Gamme Fabrics
Gampel-Stoll
Garcia
Gary Evans Inc.
Gary Glant
Gene Smiley Inc.
General Export Impert
General Metalcraft
General Shale Products Corp.
George V
Georgia Commercial Carpets
Gerdau Marble Co.
Gibbons Door Co.
Gilliam
Ginger Tree
Glanz French Furniture
Glass Arts
Glass & Mirror Craft
Glassform
Globe Illumination
Gould Mersereau Co. Inc.
Gres D'Artois Tile
Gretchen Bellinger
Grifftex Commercial Carpers
Grohe
Grosfillex Casual
Gruco Cabinets
Guignard Brick Works

H

Hafele
Halcon
Halcyon Group
Hall Place Tile
Hallmark Carpet Mills
Hallmark Lamps
Hallmark Lighting
Hallmark Trims
Halo
Hammer of California
Hans-Lind Wood Products Inc.
Harbinger Carpets
Harbour Manufacturing
Harden Executive Furniture
Hardwood House
Harmon
Harris G. Strong
Harris-Tarket Hardwood Floors
Hart Lighting & Accessories
Hartco Wood Floors
Harter
Hasi Hester
Hastings Tile & Il Bagno
Hawke Glass
Haworth Inc.
Hazlux
Heartwood
Heather Brown Tile
Hebron Brick Co.
Hekman
Helen Webber
Henderson
Hendrick Textiles, Ltd.
Herco Lighting
Hesco
Hewi
Hickory Business Furniture
Hickory Manufacturing
Hickory Seating
Highlander Carpets
Hill
Hispanic Designé
Hitchcock
Hollytex Carpet Mills
Holtkoetter
Holvoet
Horizon
House of Ceramics
Howard Miller Clocks
Howe Furniture Corp.
Hubbell Lighting
Hutch Manufacturing
HWW Design Specialties
H.L. White Fabrics

I

Ian Wall
Ideal Door Company
Illuminating Experiences
Imperial
Indalux
Indiana Chair
Integra Seating & Tables
Interials
Interior Crafts, Inc.
Interior Landscaping
Interlock Structures Inc.
Interlude®
International Fabrics Inc.
International Glass Art
International Wood Products
Intervinyls
Intra Vandenberg
Intrex Furniture
Invicta Carpets
IPF International/Avatar
IPI Lighting
Irish Antiques
Isenhour Brick & Tile Co.
Italia Imports
I-Land Lamps
I. D. O. Inc.

J

J-Michael Galleries
J. Fine Glass

K

KAB Accessories
Kallista
Karin Appel Fabrics
Karl Mann Associates
Karl Springer
Kate-Lo, Inc.
Kay Lyn Inc.
Kentile
Kentucky Wood Floors
Kerenyi Kustoms
Keystone Lamps
Kilims
Kim Huber Silks
Kinder-Harris
Kinetics Furniture
Kinney Wallcoverings
Kisabeth Furniture Inc.
Kitchenaid
Kleen-Tex Inc.
Kloss, Soundstream
Knoll Office
Koch & Lowy
Kofabco
Koniart
Kovacs Lighting
Kozy Heat
Kraus Carpets
Kravet Fabrics
Kreiss Collection
Krengel Quality Custom Cabinetry
Kristen Richards Gallery
Kron
Krug
Kueco
Kurt Versen
K-2 Studio
K.W.C. Faucets

L

La Barge
Lakewood Brick & Tile Co.
Lane
Langhorne Carpets
Laue
Leatherman's Guild
Lees Carpets
Lehigh-Leopold
Leonardo Looms
Levolor Lorentzen Inc.
Lewittes Furniture
Lightolier
Limburg Lighting
Linear
Lion In Frost
Lobofloor Carpets
Loewenstein
Lonseal Products
Lorraine
Louverdrape Inc.
Love My Walls Inc.
Lucite & Lacquer
Lumark
Lutron
Luwa Corp.
Luwa/Arwa

M

MacPherson Glass
Macroom
Madison Square
Magnat, Perrsaux
Maharam
Magic Chef
Mannington
Manuscreens-Vycon
Marble Concepts
Marble Trading Co.
Marbro Lamps
Marcello Mioni
Marge Carson
Marigold
Marktex-Warring
Martin Fireplaces
Marvin L. Walker & Associates
Marvin Windows
Mary Anne Wise Rug Works
Masland
Matteo Grassi
Maya Romanoff
Mayatex
Maytag
McDonald Products
McGraw-Edison
MDC Wallcoverings & Fabrics
Meadowcraft
Menage
Meridien
Meridith Lamps
Merry Companies Inc.
Metalux
Metropolitan Furniture
Michaels Mirror
Micro-Mac
Midland Brick Company
Midwest Custom Fireplace Surrounds
Midwest Custom Hand-painted Tiles
Midwest Plant Works Inc.
Miele
Millbrook
Milliken
Mirak
Mirart
Mirroflector
Mitsubishi, Soundtex Panels
MJL Impressions Inc.
Moen
Mohawk
Monarch
Monarck Mirror Doors
Monster Cable, Fulton
Montage Furniture
Montgomery Furniture
Moretti-Harrah Marble Co.
Morgan Mantels-Stair Comp.
Morganton Furniture
Morris Greenspan Lamps
Moss Designs
Motif
Mueller Furniture Corp.
Mutual Sunset Lamps

N

Nadi Glass
Nappe/Babcock
National Gypsum
National Mt. Airy
Natural Vinyl Tile Company
Naturescapes
Naurelle
Navan Carpets
NEC, Phoenix Gold
Nessen Lamps
Nevers Industries
Nevins
New Horizon
Newmarket Ltd.
Niche
Nienkamper
Nobs
Nora Fenton
Nora Flooring
Norbar Fabrics
Nordex
Norman Perry
Norman's of Salisbury
Northern California Imports
Northern Sun Sunspaces
Northwestern States Portland Cement Company
Norton Blumenthal

O

Of Distinction
Oggetti
Oggo
Oklahoma Brick Corporation
Old Deerfield
Old World Weavers
Orac Decor
Orient Express Fabrics
Oriental Lacquer
Originals 22
Osram
Osvold Laminates
O'Asian Designs

P

Pacific Dynasty
Pacific Textures
Palco Brand Arch. Gr. Redwood & Douglas Fir
Palecek
Palette Prints
Paoli, Inc.
Paramount Carpets
Patcraft
Paton Carpets
Paul Associates Inc.
Paul Hanson
Payne Fabrics
Pearl Bath
Pearson
Penrose Glass
Perspective Concepts
Pervel
Peter Pepper Products Inc.
Peterson Design
Pewtarex™
Philabaum/Carlson
Philadelphia
Philip Graf
Phylrich International
Pirelli
Plato Woodwork
Platt Furniture
Porter Carpets
Pouliot
Po-Gi Designs
Preway, Inc.
Pronto Chairs
Provost

Q

Quaker
Quality House

R

RAM Desert Stone Tile
Rag Rugs
Rainbow Lamps
Raquels Collection
Red Wing Wood
Redco
Reff Incorporated
Reid Watson
Reliance Lamps
Remington Lamp
Reprodux/Bevan Funnell
Richard Muller
Richard Ray
Richardson Brothers Furniture
Richmond
Richtex Corporation
Ritts Co.
Rob Jones & Assoc.
Robert Aaron Young
Robert Allen
Robert Crowder
Robert Kerns
Robertex
Robin Puppets
Robinson Brick Company
Rock Cross
Rodeo Mills
Rodolph/Jim Thompson Silks
Romweber
Ron Charles
Ronald Charles
Rose Cumming Chintzes
Rosenbaum Fine Arts
Rose/Johnson Inc.
Ross L. Silver Fabrics
Royal Scot Carpets
Royaleigh
Royalweve Carpets
Royalyte
R. McKeown
Rubble Tile
Rudd

S

Salem Carpet Mills
Sanderson
Sanford Brick Corporation
Sanitas
Santa Barbara Design
Sarreid
Sausalito Jewelry
Savnik & Comp.
Saxony Carpet Co.
Scalamaudre Silks
Schafer
Schlage
Scholes at IMS
Schrunk Studio
Schulte Shelving
Schumacher Fabrics
Sea Cove
Sellers & Josephson
September Woods
Sharon Concepts, Inc.
Sharp
Shaw Architectural Millwork
Shenandoah
Sherle Wagner
Showerette Shower Doors
Shuford
Simon Bigart
Sinclair
Smokador
Snaidero International
Solnhofen Natural Stone, Inc.
Somaca
Sommer of France
Sonance (Flushmounted Speakers)
Source V
Southwood
Souveran
Sova & Sova
Spancraft
Spectrum
SPI Lighting
Spinneybeck Leather
Spinning Wheel Rugs
Spring Air-Mattress
Springer-Penguin
Staff
Stanton
Steamist
Stendig
Sterling
Stiffel
Storwal International Inc.
Stratton
Streator Brick Systems Inc.
Stuart Scott
Stucco Stone of California
Style Tex
Sub-Zero Freezer Co. Inc.
SunarHauserman
Sunrise Carpets
Superior Fireplace Co.
Sutton
Swaim Designs/Originals
Swan Brass Beds
Sylvania
Syma Systems
Symmons
S. Bent & Bros.
S. III Fabrics
S. R. Wood

T

Taher Oriental Rugs Inc.
Tai Ping Rugs
Talisman Carpets
Tamms Industries Co.
Tapestry Treasures
Tarkett
Tavola
Taylor
Taylor Backes
Taylor Clay Products Company
Taylor Ramsey
Techline
Tempo Industries
Tempo of Asia
Terra Designs
Terra Furniture
Terra Glaze
Terri Roese
Textured Textiles
Thayer Coggin Institutional
The Sunroom Company
The Wiremold Company
Thermador/Waste King
Thomas Lighting
Thomasville Imports
Tiffany Quilting
Timber Toys
Toledo Plate & Mirror
Tom Thumb Lighting
Tomlinson
Top Grade Carpets
Touch of Brass Beds
Tour De Bebelle Fabrics
Traulsen
Tressard
Tri-Mark
Tri-State Brick & Tile Company, Inc.
Tropical Image Rattan
Tropitone
Trouvailles
Tuohy Furniture Corp.
T.W.I.L.

U

United
US Brick
Used Brick, Inc.

V

V & B Carpets
Van Teal
Vecta Contract
Venture Lighting International
Verosol
Versatility by Kay Lyn
Vervloet
Vescom
Vestal Manufacturing
Victory Cushwa & Sons
Villeroy & Boch
Vitrix
VPI Products
V'Soske

W

Walker & Zanger
Wall Pride
Wallco
Wallcoverings Unltd.
Wallmates
Wallpapers, Inc.
Walls Alive
Wallsource
Walltrends Int.
Wall-Nuts
Waltec
Warner
Warren Shade Co.
Waterjet
Watson Smith
Wayne Carlson
Weave-Tuft
Webb Designs Fabric
Webster Brick Company Inc.
Weiman Tables
Wellco Carpets
Wellesley Guild
Wellspring Custom Furniture
Wendelighting
Weskuske Rugs & Carpets
Wesley Allen Brass Bed Co.
Western Lime
Westgate Fabrics Inc.
Westwood Industries
Westwood Upholstery
Whirlpool
White of Mebane
Whitehall Ltd. Antiques
Whitehall Office Seating
Whitehead Studios
Wicanders Cork Products
Wicklund & Associates
Wildwood
Willow Collection
Wilsonart
Windsor Shutter
Winfield Designs
Winn Graphics
Wisconsin Furniture Co.
Witherspoon
Wolf
Wolfwire
Wood Design-Hoosier Desk
Woodfold Marco
Woodlee
Woodsmiths
Wood-Bee
Wood-Mode Cabinetry
Worden
Wunda Weve

Y

Yale R. Burge
Yankee Hill Brick

Z

Zapotec McLarty Indian Rugs
Zax Fabrics
Zimports

diversity/də-ˈvər-sət-ē, di-/*n*
1: having various forms or qualities* *syn* see DIFFERENT **2:** an instance or a point of difference.







- Desk Accessories
- Banking Accessories
- Checkstands
- Ash & Trash
- Planters
- Metcor

METCOR

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Circle 87 on reader service card



Most customers say their offices are as busy as Grand Central Station. If you think this puts people under pressure, think what it does to carpet.

That's why we developed SpectraLife/PR, a new level-loop carpet for common areas, made of fiber tested in two of America's toughest test labs:

Grand Central Station.

And a public school in a large, metropolitan city.

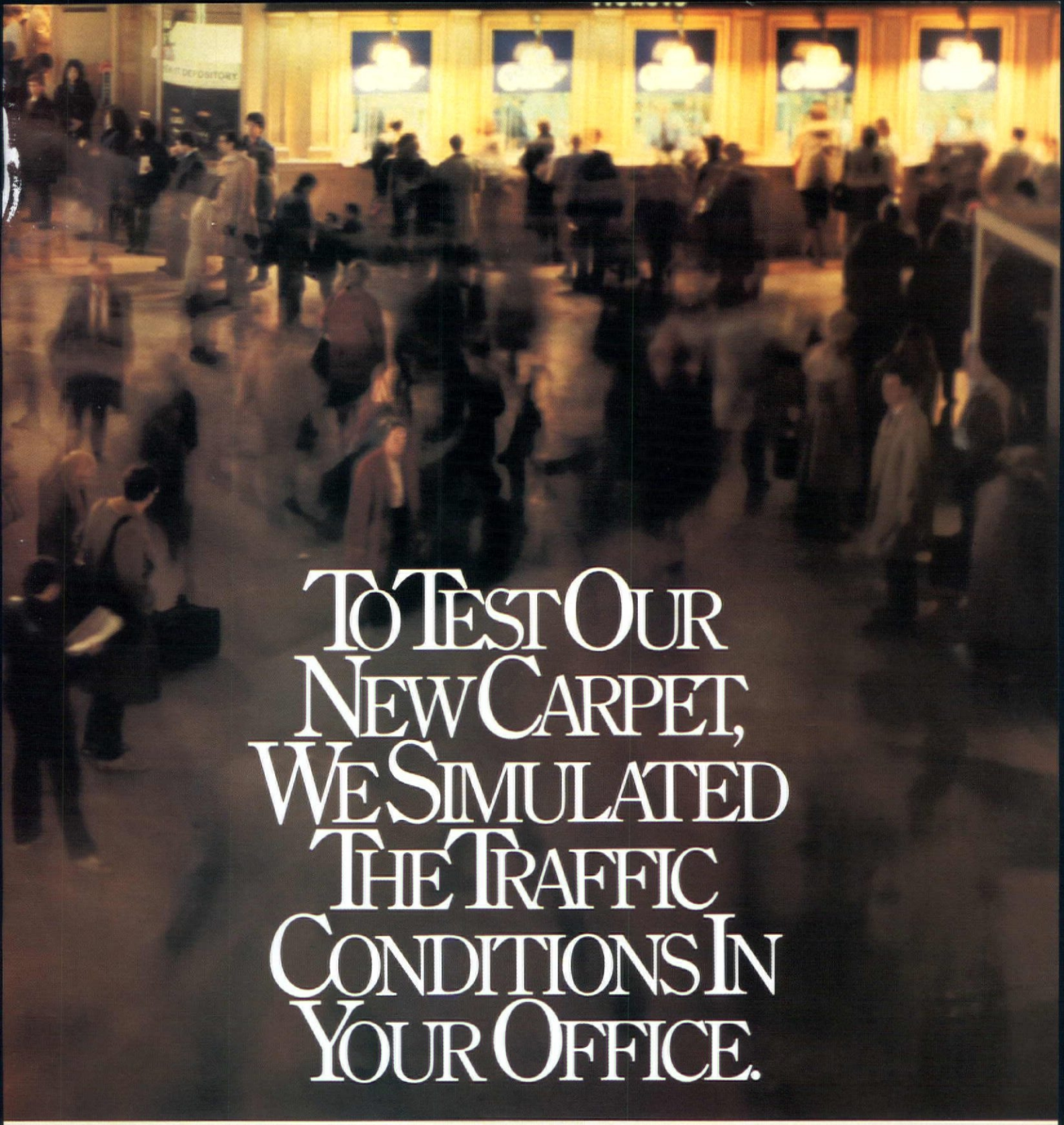
These tests helped us prove SpectraLife/PR will last up to twice as long as comparable carpets.

They helped prove that it offers double the appearance retention of comparable carpets.

And further tests of over one million traffics proved it can help



CRAFTED WITH PRIDE IN AMERICA ANTRON PRECEDENT™



TO TEST OUR NEW CARPET, WE SIMULATED THE TRAFFIC CONDITIONS IN YOUR OFFICE.

you save 25% in maintenance costs, compared to carpet that's similar in weight and style.

That, however, is not only amazing.

It's also revolutionary.

Also, SpectraLife/PR is designed with a pattern which camouflages tougher stains. This pattern even permits flexible coordination with three or more of our handsome cut-pile solids.

SpectraLife/PR, created with DuPont Antron Precedent.™ We made it good-looking. We made it tough. And we made it easy to maintain. Which is why, to put it simply, it walks all over the competition.

All over the country.

To get the story, call your Stevens representative. Or you can do this: Write us at Stevens Carpet, P.O. Box 2023, Cathedral Station, Boston, MA 02118. And we'll tell you more.

STEVENS
Gulistan® Carpet

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"The Office People"™

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This exciting concept will be presented at the Chicago Hilton Towers on June 10, 1987, at 6 PM.

By Registration Only.



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Office Furniture & Planning

POC
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Headquarters —
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1-800-POC-4321

YES! We would like to attend your "FRANCHISE" Concept Seminar at Chicago Hilton Towers on June 10, 1987 at 6 PM — Hors d'oeuvres and cocktails to follow.

Name/s _____

Company _____

Address _____

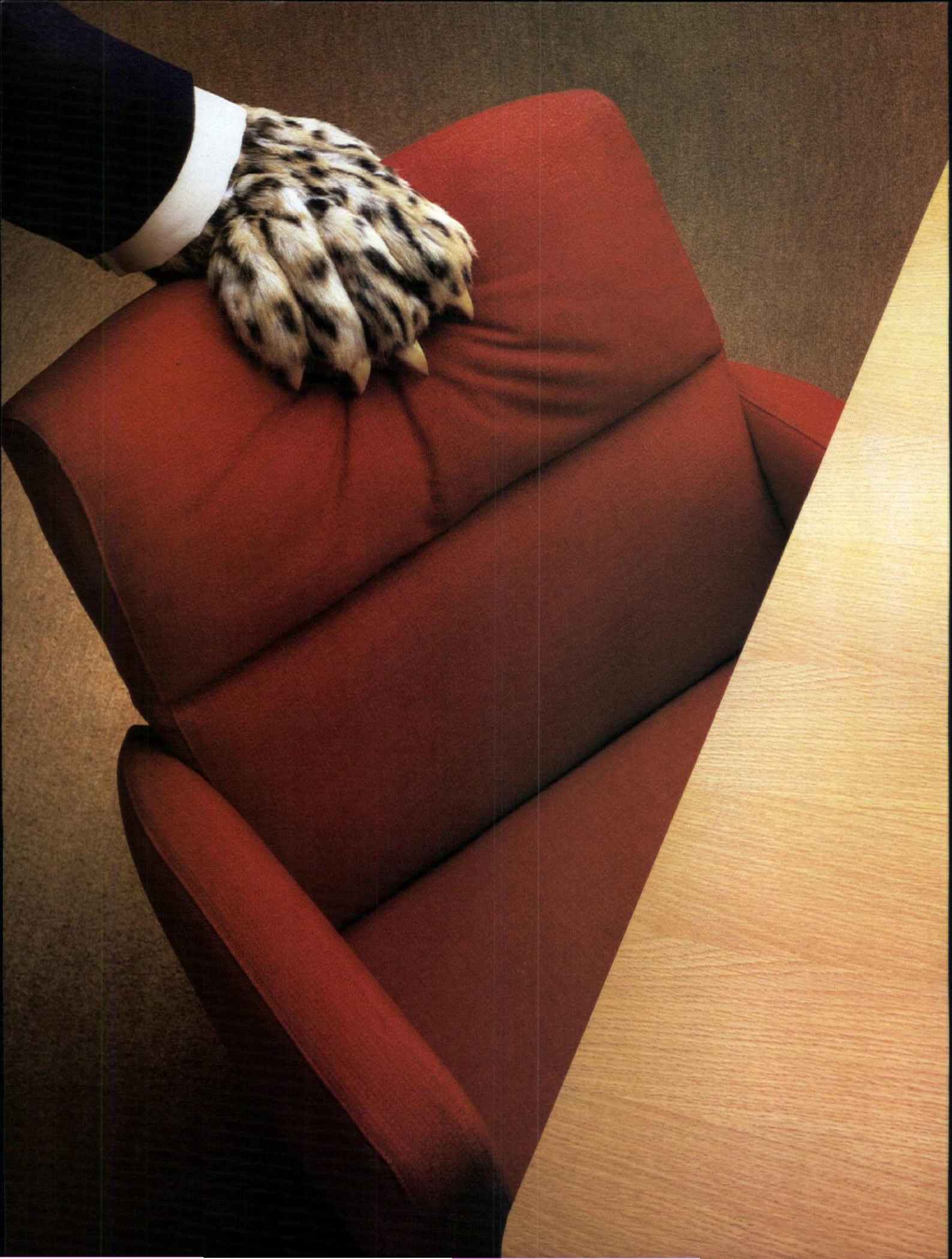
City _____ State _____ Zip _____

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Circle 162 on reader service card


Photographer: Mark Ross
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The classic cantilever takes new form in a seating series comprising chairs and bar stool. Durable and designed especially for hospitality use, Caprice tells a color story in its frame and upholstery options. Six standard shades are offered for both the enameled tubular metal base and the leather, allowing for either tone-on-tone or contrasting combinations. Stocked for immediate delivery.
Cy Mann Designs LTD.
DECORATION & DESIGN BUILDING
Circle 89 on reader service card
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Full-Color, 200-Page Catalog with Specifications—$50.00



Introducing Cordura® for upholstery. Made tough to survive the corporate jungle.

Contract upholstery will never be the same, now that DuPont brings CORDURA* to the office. CORDURA nylon has proved itself tough enough for backpacks and luggage, durable enough for hunting gear and boots.

It exceeds the standard Wyzenbeek Double Rub Abrasion Test by such a wide margin that an even more stringent Wyzenbeek Test had to be developed (see results at right).

And CORDURA is a soft touch indoors. We've given it a luxurious hand, a satisfying touch and a smart look that make the most of fabrics for contemporary or classic furniture.

More stringent modified Wyzenbeek Abrasion Test.



Polypropylene failed at 164 double rubs.

Spun nylon failed at 445 double rubs.

CORDURA hardly affected after 445 double rubs. Failed at 1,464.

Fabrics of CORDURA nylon are available in a whole range of colors, styles and weaves. In 1000/280 denier, or newer 2000/560 with an even softer surface.

For good looks with strong character, ask about CORDURA. Contact DuPont at (215) 855-7765, and let us give you samples, specifications and names of suppliers.

CORDURA. The survivor.

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DU PONT
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*Registered trademark of the DuPont Company for its air-textured, high-tenacity nylon fiber. DuPont makes fiber, not fabric.

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MINI AND MICRO® BLINDS

featuring the **All-In-One**™ Control Cord

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Now, through Bali's state-of-the-art technology, one cord does it all.

It raises. Lowers. And tilts the blind. Smoothly. Conveniently. With exacting precision every time.

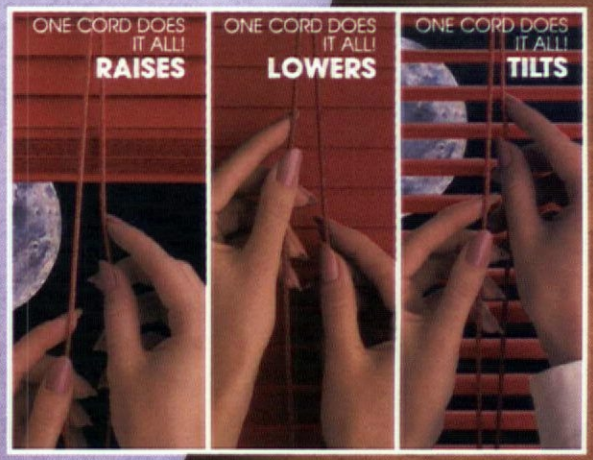
And the Bali® Ultra™ is available in both Mini and Micro styles with custom sizes and colors to fit virtually any window, any mood.

The Bali® Ultra.™ Once again, Bali® brings you the innovations that satisfy your customers' needs.

For more information on this exciting new product, write Bali® Ultra™ Blinds, Box 3922, Dept. T, Schaumburg, IL 60168-3922. Or call toll-free, 1-800-433-7138.

BALI®

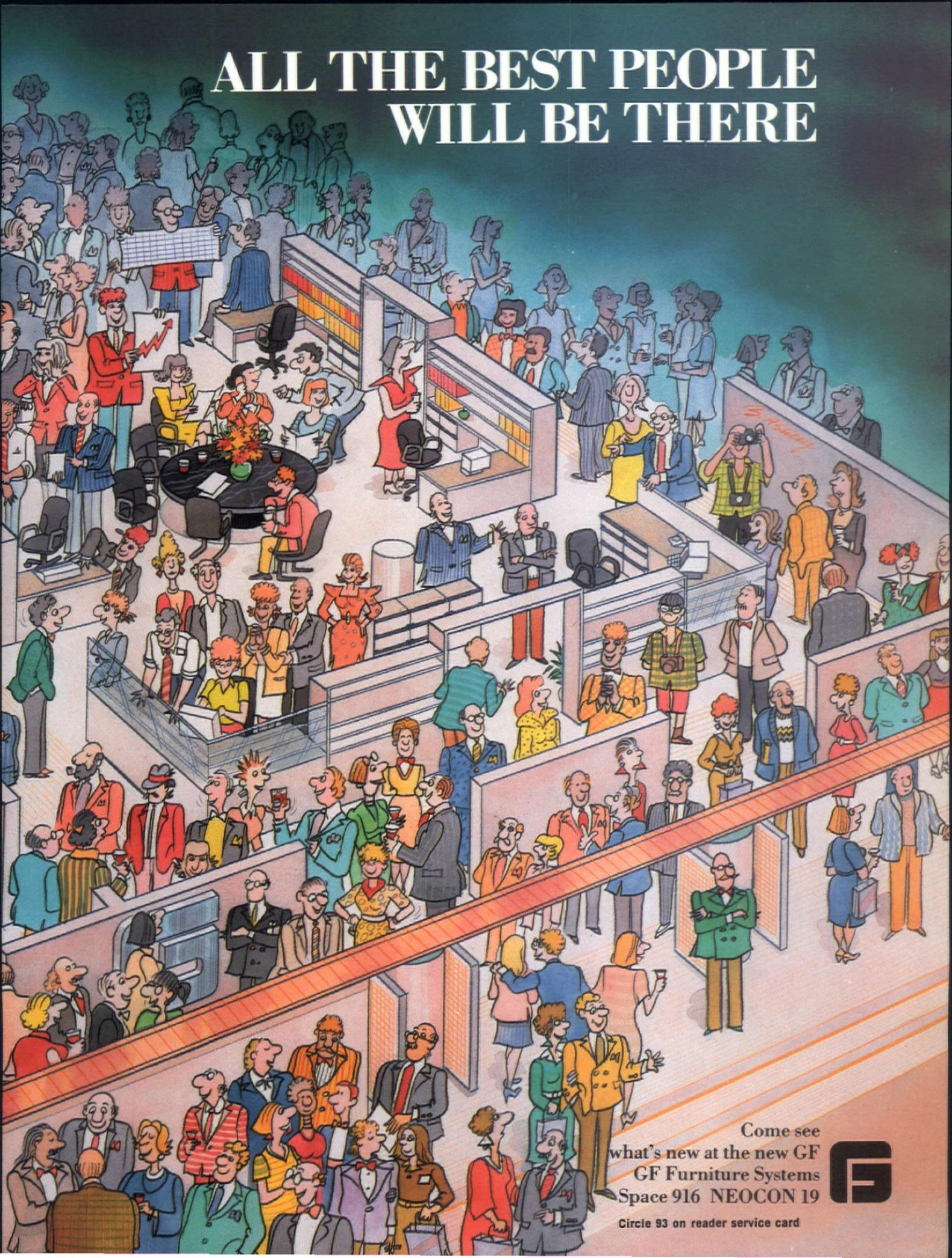
THE NAME TO LOOK FOR IN BLINDS.™

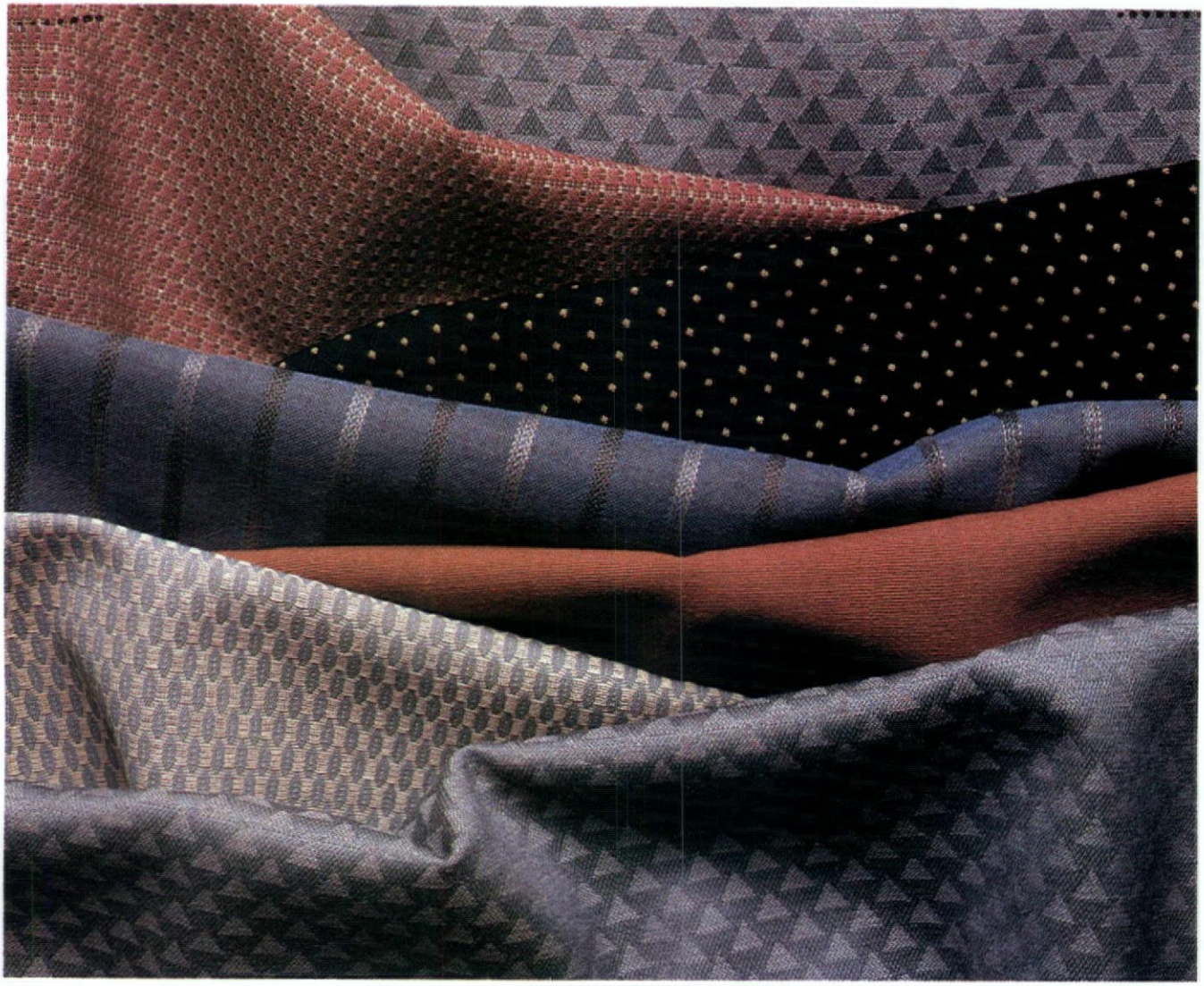


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U.S. Patent Nos. 4,372,432, and 4,433,765 and patents pending.

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ALL THE BEST PEOPLE
WILL BE THERE
Come see
what's new at the new GF
GF Furniture Systems
Space 916 NEOCON 19
Circle 93 on reader service card



Fabrics bring elegance to the executive suite

Six fabrics in the Constellations collection from Brunschwig & Fils are designed to withstand heavy office use, yet are elegant enough for the executive suite. Named for the major astrological groups, fabrics come in warm, rich colors designed to fill the needs of traditional contract interiors, and have a Class A flame spread rating.

"We produced Constellations because we wanted a cohesive, coordinated collection that could be used interchangeably," notes Ross Francis, vice president of development, Brunschwig & Fils.

The company's first exclusively contract line contains a range of products, from heavy-weight, acrylic-backed upholstery fabrics, to textiles for light upholstery, wallcovering, and drapery use.

Shown in the accompanying photo are (top to bottom): Lyra, Pegasus, Capella, Andromeda, Ursa, Auriga, and Lyra again.

Lyra, the lightest fabric in the program, comes in 20 colorways, and features mini-triangles on a frosty ground. Pegasus is an all-wool tweedy check that comes in seven colorways. Capella, a dotted lattice pattern available in 18 colorways, is a naturally fire retardant blend of modacrylic and nylon.

Andromeda features a broken stripe motif on an all-wool ground in five colorways, while Ursa is a solid color wool ottoman that comes in 15 colorways. Finally, Auriga is a blend of modacrylic and nylon. This lattice pattern comes in 18 colorways. **Circle No. 260.**


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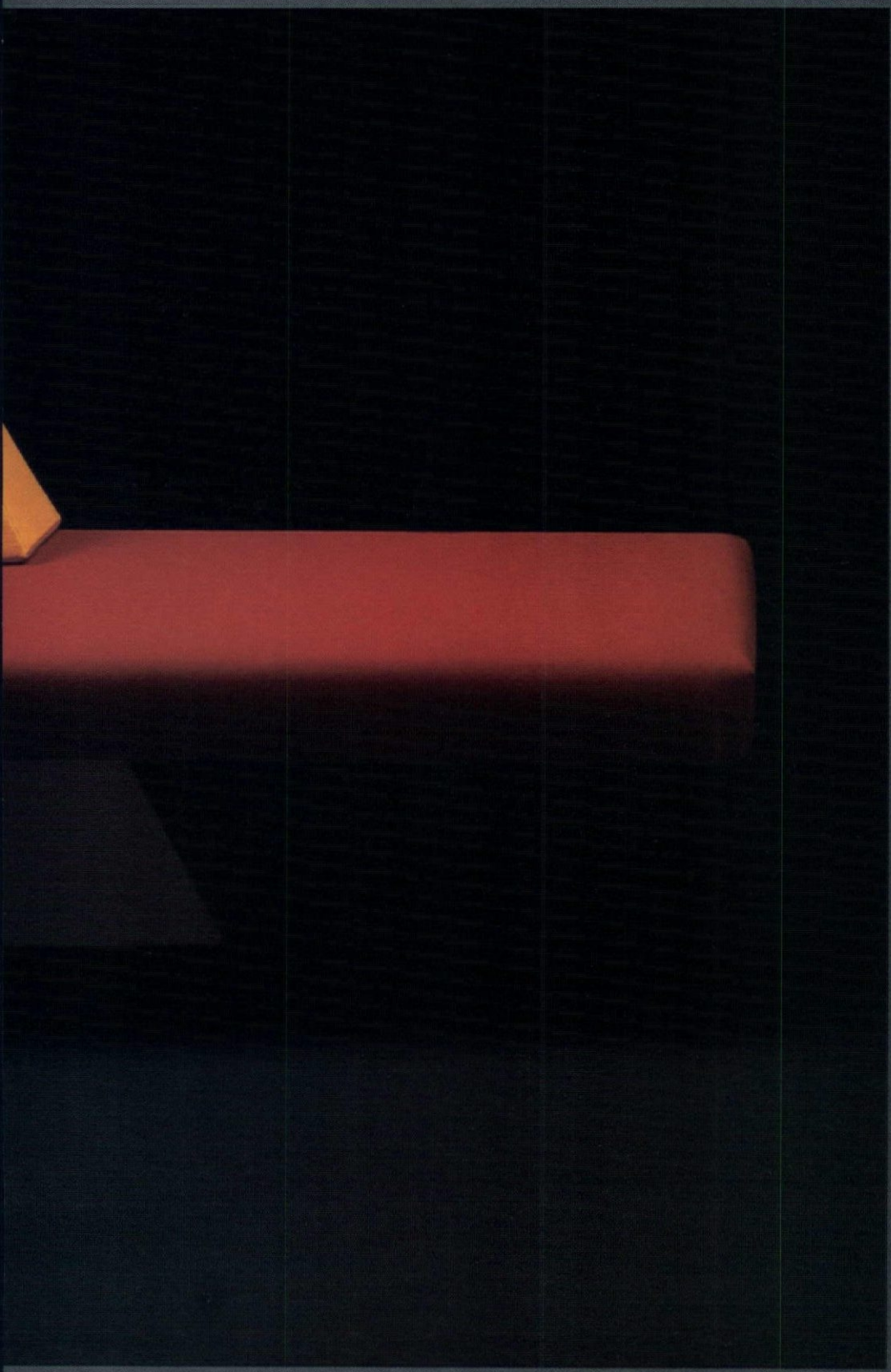
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Even though Duette Classic™ has quickly become the most exciting window fashion on the market, we haven't rested on our laurels.

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The ever expanding line also includes Duette Commercial™. Available in the most popular Duette colors, it meets and exceeds NFPA-701, and California Administration Code Title 19 standards for flame resistant fabrics.

The Duette family is growing stronger. Residential or commercial, the more choices for application, the greater your potential for sales. And that's one thing you can always use more of.

Elegant knit fabric and innovative honeycomb design give Duette Impressions beauty, strength, and energy efficiency.



For more information about the expanded Duette line, call 1-800-4-DUETTE or write:
Hunter Douglas, Inc.
Window Fashions Division
601 Alter Street
Broomfield, CO 80020

Duette®
by HunterDouglas

This product is covered by one or more of the following U.S. patents, in addition to many foreign patents and other pending U.S. patents: 4,450,027 4,603,072. Made in USA.

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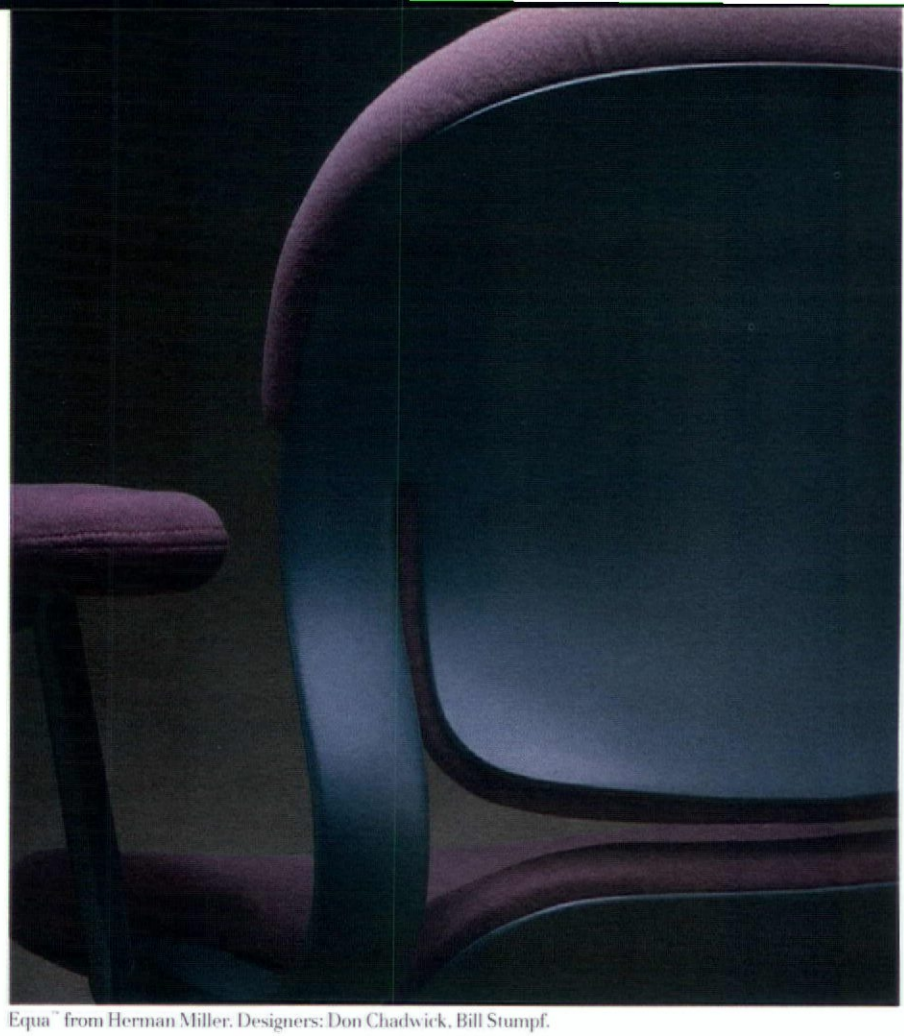
Be sure to see Duette window fashions at NEOCON, Design Institute America, 1677 Merchandise Mart, Chicago, Illinois, June 9 through June 12.

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Equa™ from Herman Miller. Designers: Don Chadwick, Bill Stumpf.

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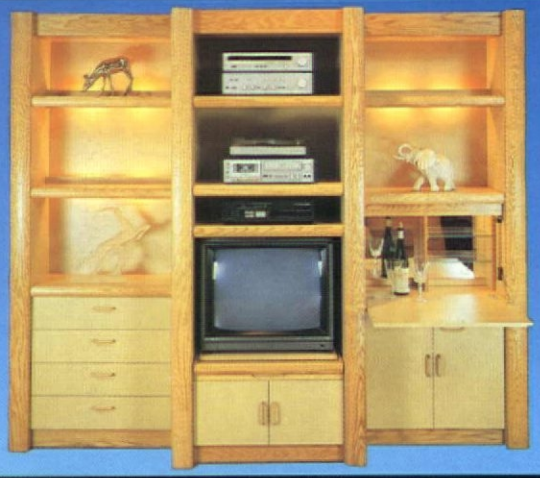
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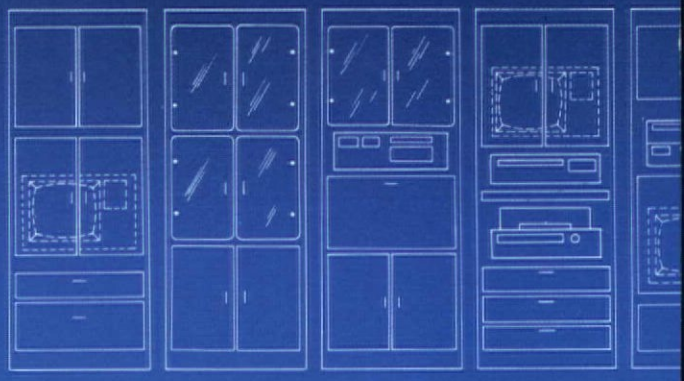


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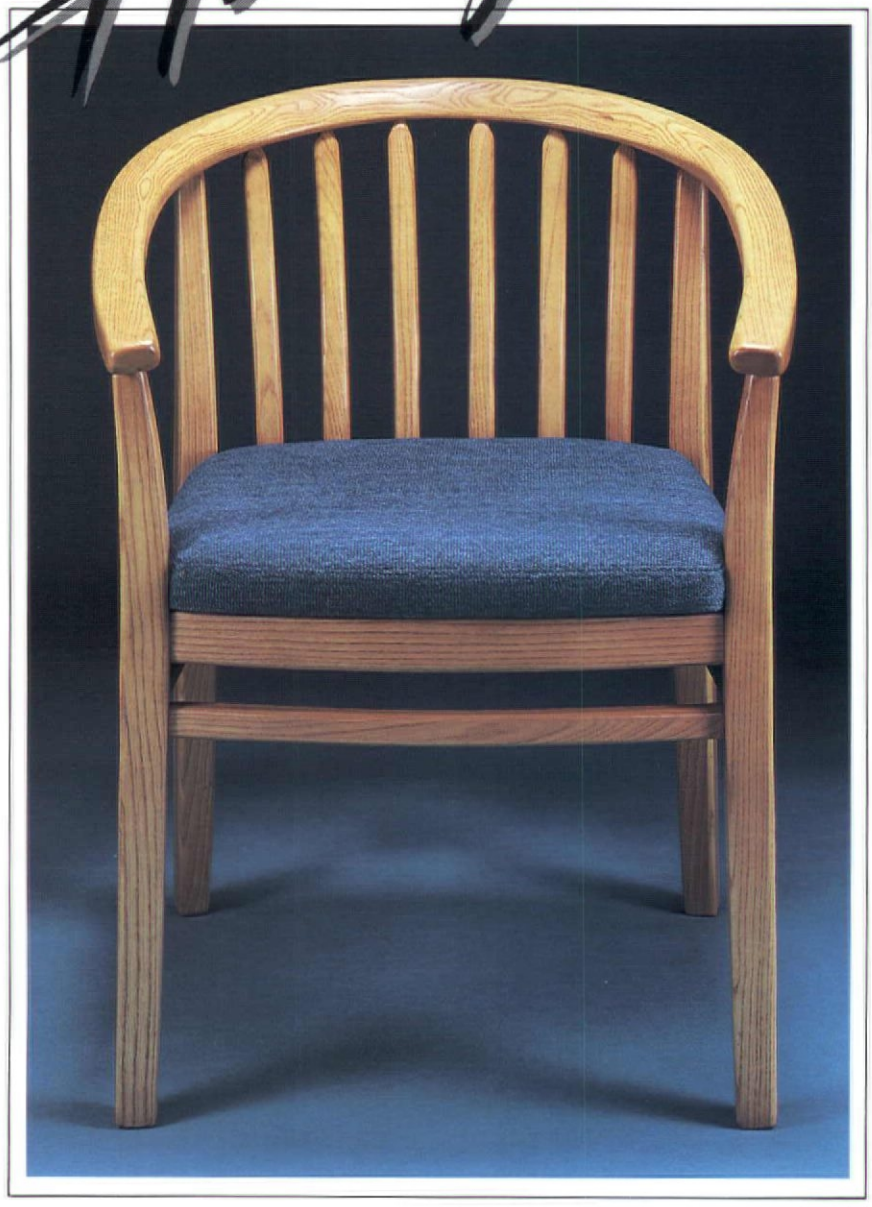
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All who attend NEOCON 19 are cordially invited to visit Boling's location, space 930, at the Merchandise Mart.

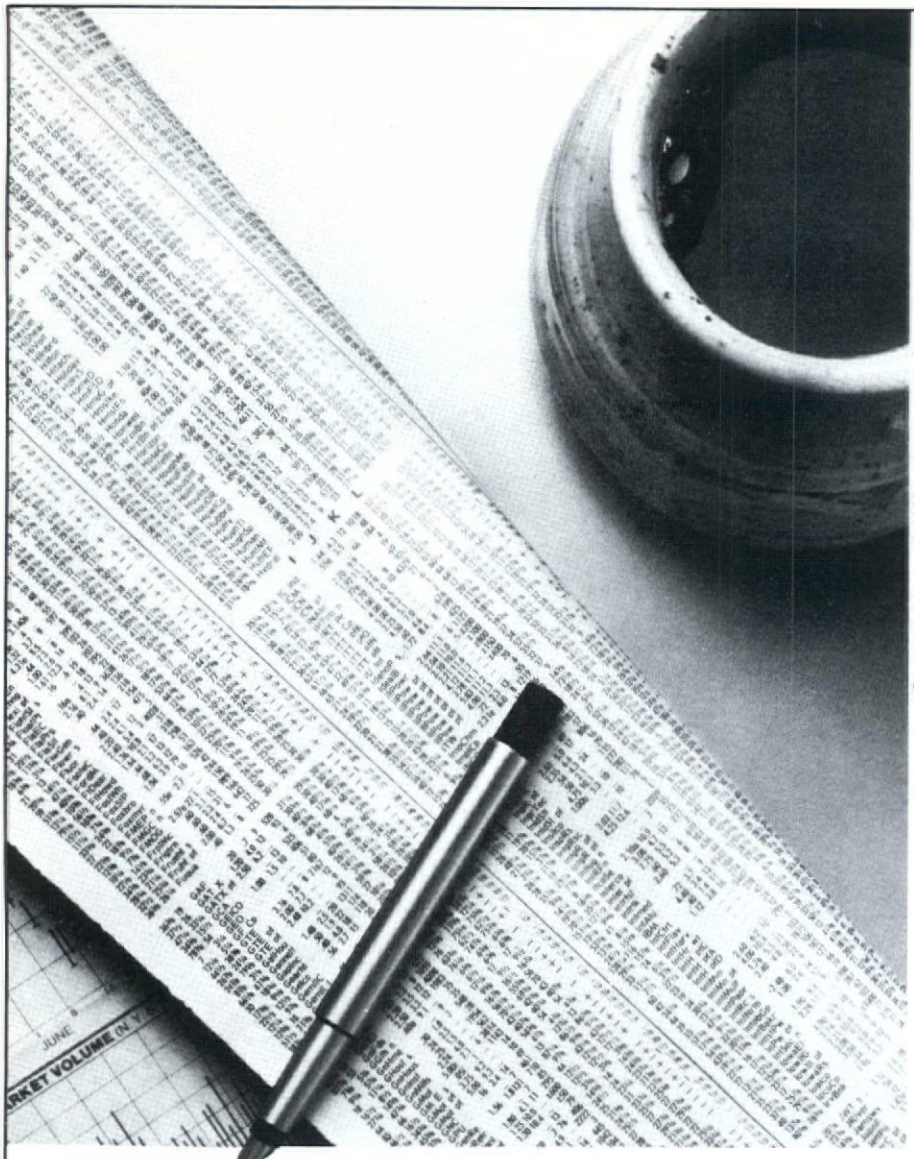
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Circle 2



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These companies earned an unexpected dividend this quarter.

They invested in the arts and it's paid off handsomely.

Only this time the return is in the form of national recognition. A distinguished panel of judges has just declared them winners in the 1986 Business in the Arts Awards competition. The Awards, cosponsored by the Business Committee for the Arts and Forbes Magazine, is the first and only national awards program to honor business for its outstanding arts partnerships.

The competition involved more than big blue-chip companies. Winning firms ranged in size from small local businesses to giant multinational corporations, from New Hampshire to California. Their involvement took many forms – a cash grant, the loan of personnel, the provision of in-kind goods or services, or a tie-in that used the arts in advertising or promotion.

Congratulations to the 1986 Business in the Arts Awards winners. Showing an interest in the arts now could earn your company plenty of interest when next year's winners are selected.

BUSINESS COMMITTEE FOR THE ARTS, INC.
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Kelton Mathes Development Corporation
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Whirlpool Corporation
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Enron Corp.
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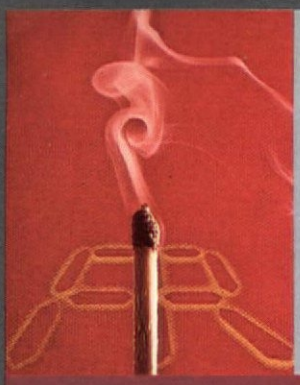
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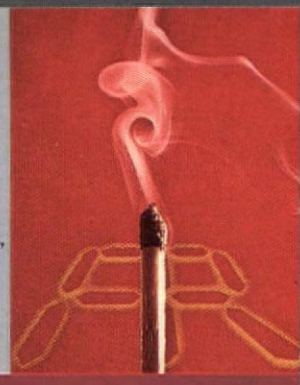
Meeting the challenge of today's stringent flammability code restrictions while maintaining superior aesthetics, has been the designer's dilemma. Achieving a level of superiority in each has been a statement of a designer's distinction.

Most often, it has been a statement about Trevira for FR.

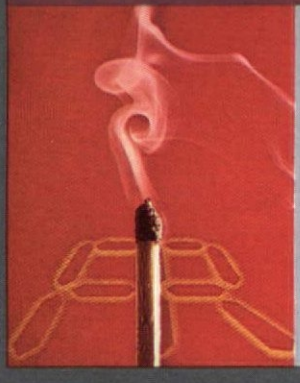
Statement: Trevira® polyester for FR fabrics are designed to attain inherent flame-resistance*. Since its flame resistance is built in, not topically applied, it cannot be washed off or dry-cleaned off.

Statement: Topically treated fabrics have been shown to produce 35% more smoke than fabrics made in Trevira for FR.

Statement: Trevira for FR enhances design opportunities. Its aesthetics permit a virtually limitless array of weaves, textures, and color possibilities for all FR applications: upholstery, window treatments, cubicle curtains, bedspreads, wall coverings and panel fabrics.



DESIGN STATEMENTS IN TREVIRA® FOR FR.



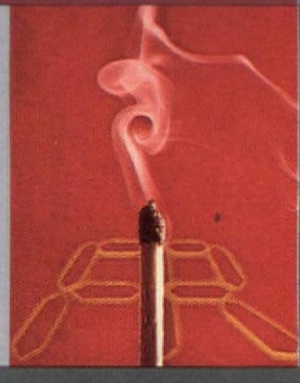
Statement: Fabrics of Trevira for FR resist shrinking, fading, yellowing and other damage from sunlight, heat and water. They keep their size, shape, drape and hand throughout their life.

Statement: The beauty of fabrics in Trevira for FR speaks for itself.

For more information and specifications, call the Home Furnishings Dept. (212) 869-3850 or write Hoechst Celanese Corporation, 1515 Broadway, New York, NY 10036.

TREVIRA®
polyester for FR fabrics.

*In properly constructed fabrics that meet applicable flammability standards.



Design: Liebert Studios / Photo: Steen Svensson

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The Fabric:
"Loma" custom knit. Flammability analysis: NFPA 701; California; Boston.

The Designer:
"The hospital requested a fully knitted fabric for their draperies, bedspreads and cubicle curtains, a fabric that could take the heat and hot water of a hospital laundry without losing its flame resistant qualities. I looked for a fabric that would also drape gracefully and provide a continous seamless look. Ben Rose's custom design was the only fabric I found which captured it all, with the intensity of color and clarity of pattern on both sides."

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The Facility:
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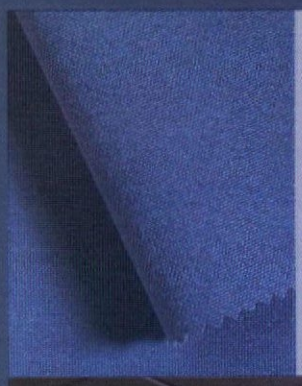
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Chicago, IL 60626
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Hoechst Celanese

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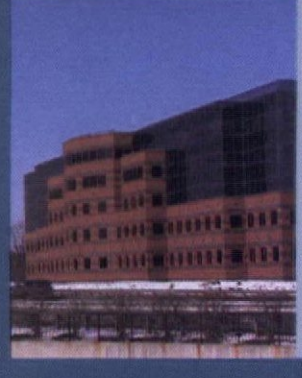
The Fabric:
"Basics" fabric on Herman Miller's Ethospace.
Flammability analysis:
NFPA 701; California;
Boston.

The Designer:
"In the new age of architecture, color plays an important role in the design of a corporate environment. Herman Miller encouraged the use of custom panel fabrics. Speciality Fabric's gave me the vibrant color, the flame resistance, the quality I needed."

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Wallcovering line springs from 180 interviews

Cosmos has joined BF Goodrich's Koroseal vinyl wallcovering collection, following nearly two years of research involving 180 interviews with designers nationwide.

With a 27-in. width, Cosmos offers a rich assortment of patterns, colors, and textures. Thirty-one patterns and 159 colors offer a variety of motifs for any design scheme, including orientals, stripes, grids and silks, in soft and strongly accented colors.

Categorized into nine color groupings, Cosmos also coordinates with 180 patterns in the Koroseal 54-in.-width line.

Cosmos is washable, pre-trimmed and made with fabric backing. Patterns are available in 12- to 18-oz. per linear yard, have Type I construction, and feature a Class A UL-rating. They also meet or exceed all requirements of Federal Specification CCC-W-408A and the CFFA-W-101-A Quality Standard for Vinyl Coated Fabric Wallcovering.

All Cosmos patterns have the Early Warning Effect formulation.

Circle No. 303.

Mink

A seating group in Cumberland leathers and fabrics

Three seat sofa, two seat sofa and chair

Design: Jan Armgardt



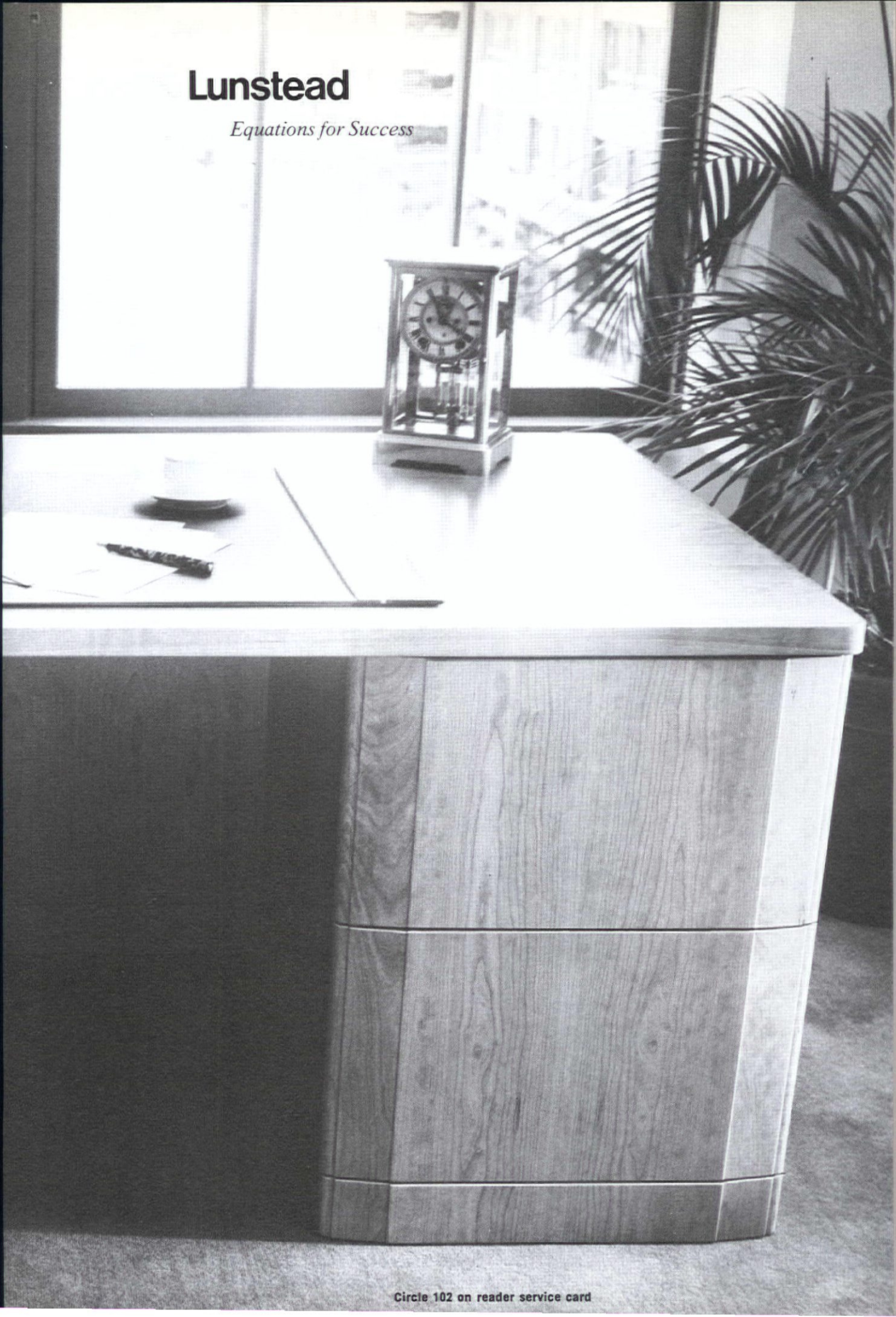
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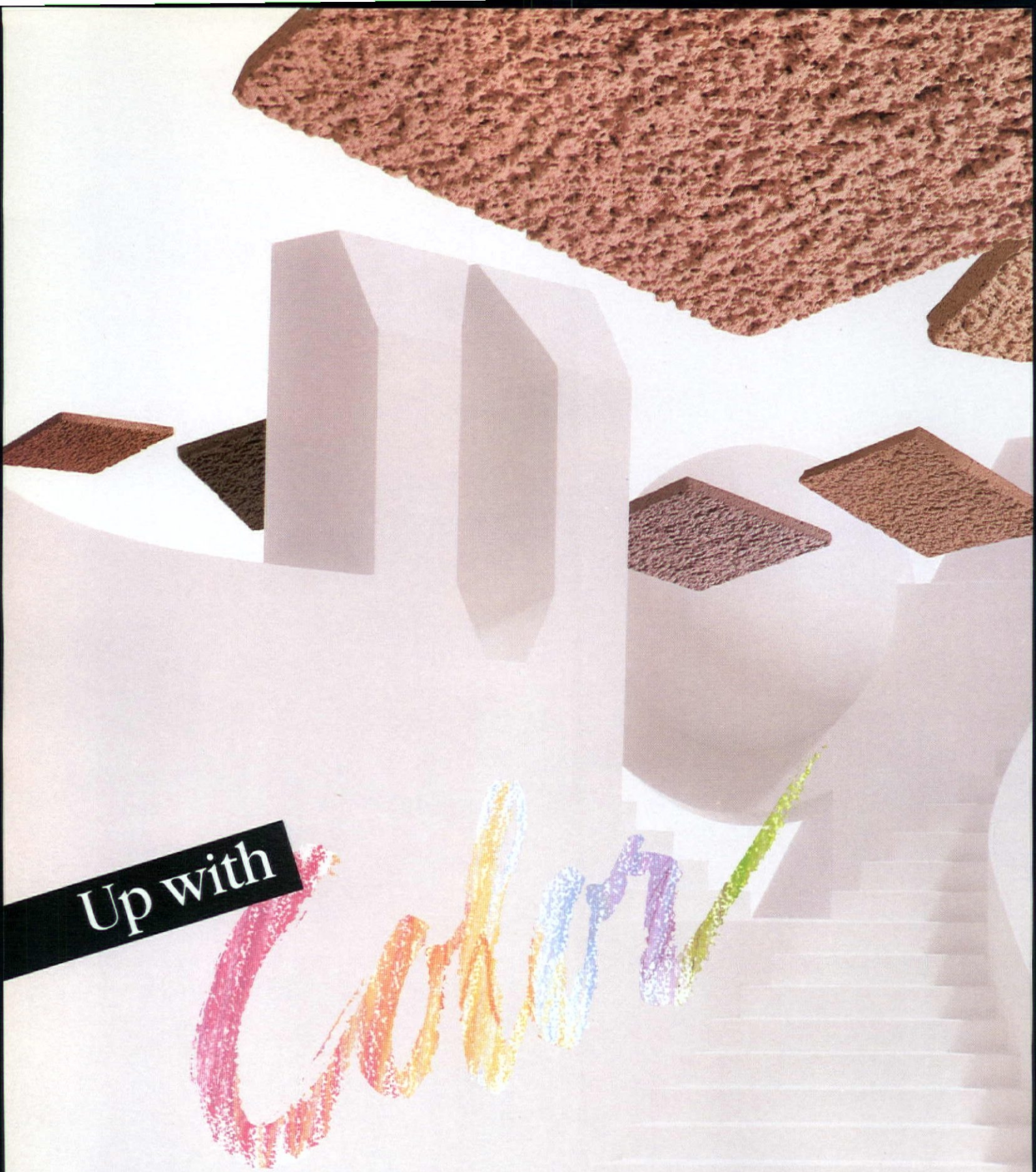
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Call or write for a complete Wood-with-Steel catalog: Toll-free 1-800-558-2110, ask for Darrell Van Orsdel.
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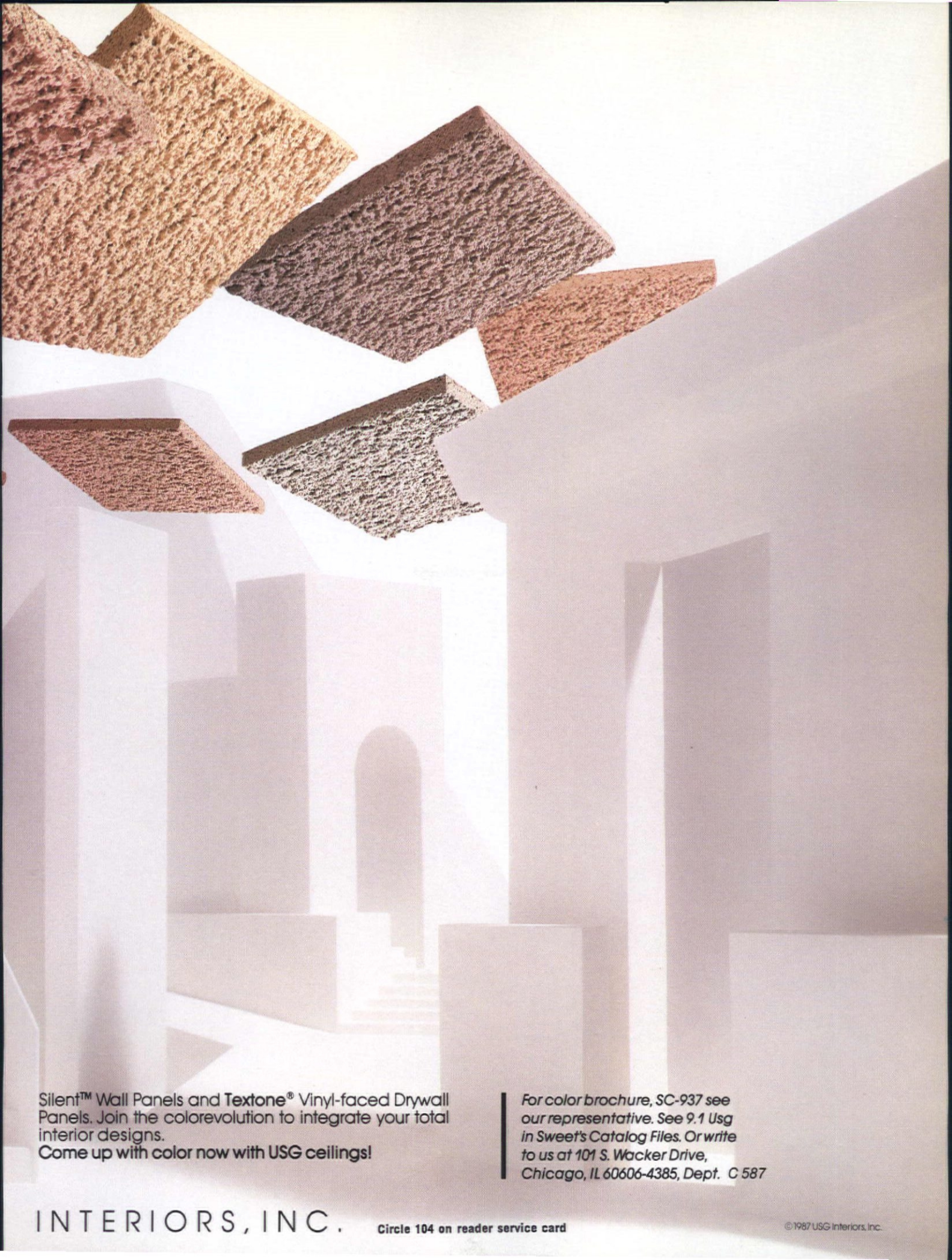
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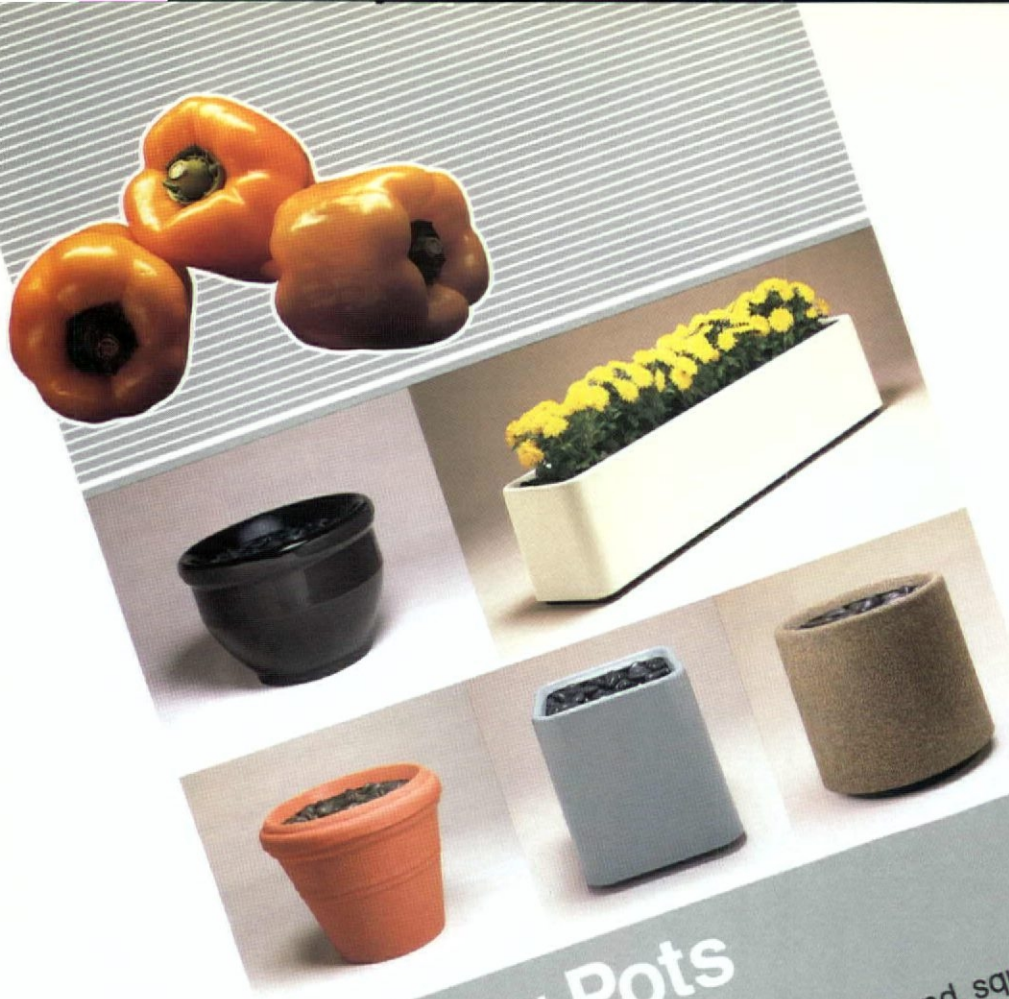
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Keeps it fresh.



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Because line for line, detail for detail, from elements of engineering to subtleties of design, no other table comes close to the quality of a Tempest. From Howe.

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Take Virginia Power's new Technical Center in Richmond. This busy public utility has tremendous data requirements, resulting in a larger-than-usual density of computer cabling — all of which has to run through their panel system. Because of our unique 3½-inch-wide panel, Shaw-Walker was able to accommodate all electrical and telecommunications cabling in a *customized double raceway* that provided over 21 square inches of usable space. And because Virginia Power's computers required an isolated circuit, we developed a special circuit harness. The double raceway was tested and approved by Underwriter's Laboratory, in plenty of time for the new building's opening.

Shaw-Walker did everything it could to help Virginia Power serve its people better. We'll do the same for your company; just call and find out how. 1-800-345-9404.



Typical Tempo 3 Radius workstation

See us at NEOCON 19, Suite 868, The Merchandise Mart

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It's how we put our cabinets together, that truly sets them apart.

The Windsor Collection is more than a well conceived system of filing and storage cabinets meticulously crafted with a rugged steel inner structure and hand-rubbed hardwood exteriors. Undoubtedly, its most interesting attribute is that The Windsor Collection is a starter-adder system. By sharing common end panels, individual cabinets are transformed into a continuous filing array.

Complex built-in filing banks, which previously could only be fulfilled by custom millwork, can be easily resolved by combining the five basic inter-connecting starter-adder modules.

Before you tackle your next project, we invite you to discover how our 25 years of experience has advanced the science of filing system design. Send today for complete descriptive literature and design guide. Write us at 8189 Byron Road, Whittier, CA 90608.

RUSS BASSETT

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Dynamic environments command dynamic designs.

Here's Taro, contemporary modular seating that doesn't compromise style or quality for high-frequency use.

For a sampling of AGI's extensive seating collection, send for the free mini-catalog.

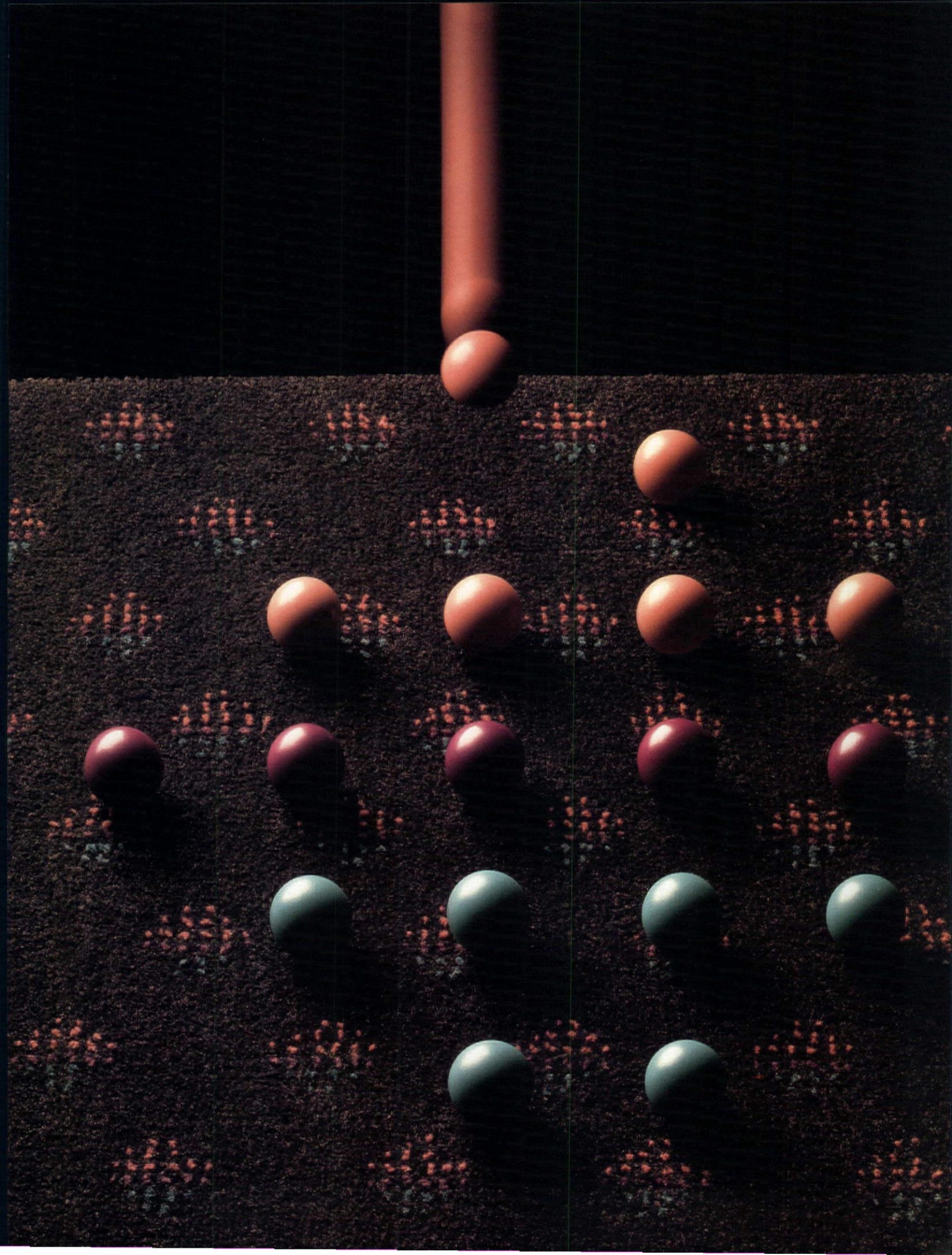
AGI Industries, Inc.; P.O. Box 142; High Point, NC 27261, (919) 434-5011.

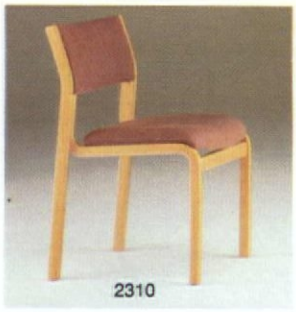
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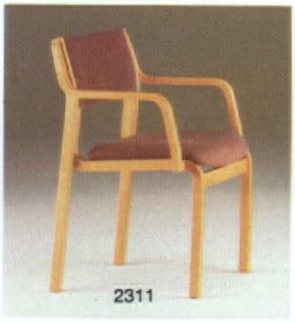


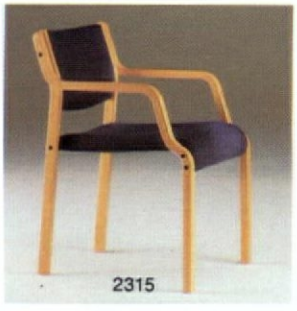
SCS, A DIVISION OF SHAW INDUSTRIES, INC. DALTON, GA






2310


2311


2315


2312


2313


2314

m.&h. seating




2335

FASTOFLEX...laminated wood furniture proportionally pleasing and gracefull. Fastoflex is a classic collection of Danish furniture that goes beyond functionalism. Offering exceptional comfort in stacking and ganging arm and armless chairs and tables.
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HP-11; HIGH POINT, N.C. 27261 **m.&h. seating co. inc.**

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Roher

Joseph Roher (shown) became chief operating officer of Walker Group/CNI, a retail architectural and design firm.

Designer **Barbara Schirmeister** (shown) was named product consultant for the Window Fashions Division of Hunter Douglas.



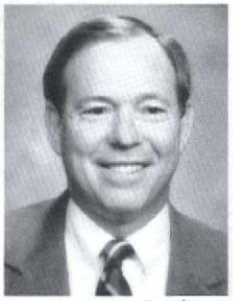
Schirmeister

Jim Carlock has rejoined Patterson, Flynn & Martin Inc. as national sales director.

Raymond A. Moody and **John P. Shanahan** were named mid–southern and southeastern regional sales managers, respectively, for the Commercial Products Div. of Racine Inds.

At Eva Maddox Associates Inc., **Patrick Grzybek**, AIA, was promoted to senior vice president.

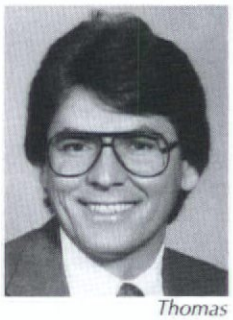
David A. Foster became director of public relations and special projects at The Carpet and Rug Institute.



Bordeaux

Steven K. Bordeaux (shown) rejoins Allied Fibers as director, home furnishings merchandising and technical operations.

Robert (Bob) Thomas (shown) joined Stanley Furniture Co. of Stanleytown, W.Va., as vice president, contract sales.



Thomas

Ralph Rapson, FAIA, was selected to receive The American Institute of Architects/The Association of Collegiate Schools of Architecture Topaz Medallion for Excellence in Architectural Education. He was head of the University of Minnesota's School of Architecture and Landscape Architecture for 30 years.

The Flood Co. of Hudson, Ohio, has acquired VIP Enterprises in Miami, Fla. The VIP brand identity will be maintained for elastomeric waterproof coatings, patching and sealing compounds, roof coatings, and masonry surface conditioners.

a new kind for mankind...

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ONE OF A KIND CONTROL SYSTEM FOR OFFICE AND TASK SEATING.

Consumer demand for the 80's has necessitated maximum adjustability of work stations and task seating. Developed specifically to meet ergonometric demands, Powerise offers maximum functional reliability.

Compare these features to your current designs:

- Structural support independent of the pneumatic column.
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- Redundant sealing available.
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- Reduced system costs.

For the professional designer who wants design versatility, Powerise enables freedom to create within the requirement of pneumatic adjustment. Call or write for a complete color brochure on this one of a kind chair control system.



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FASHION UNDER FOOT.

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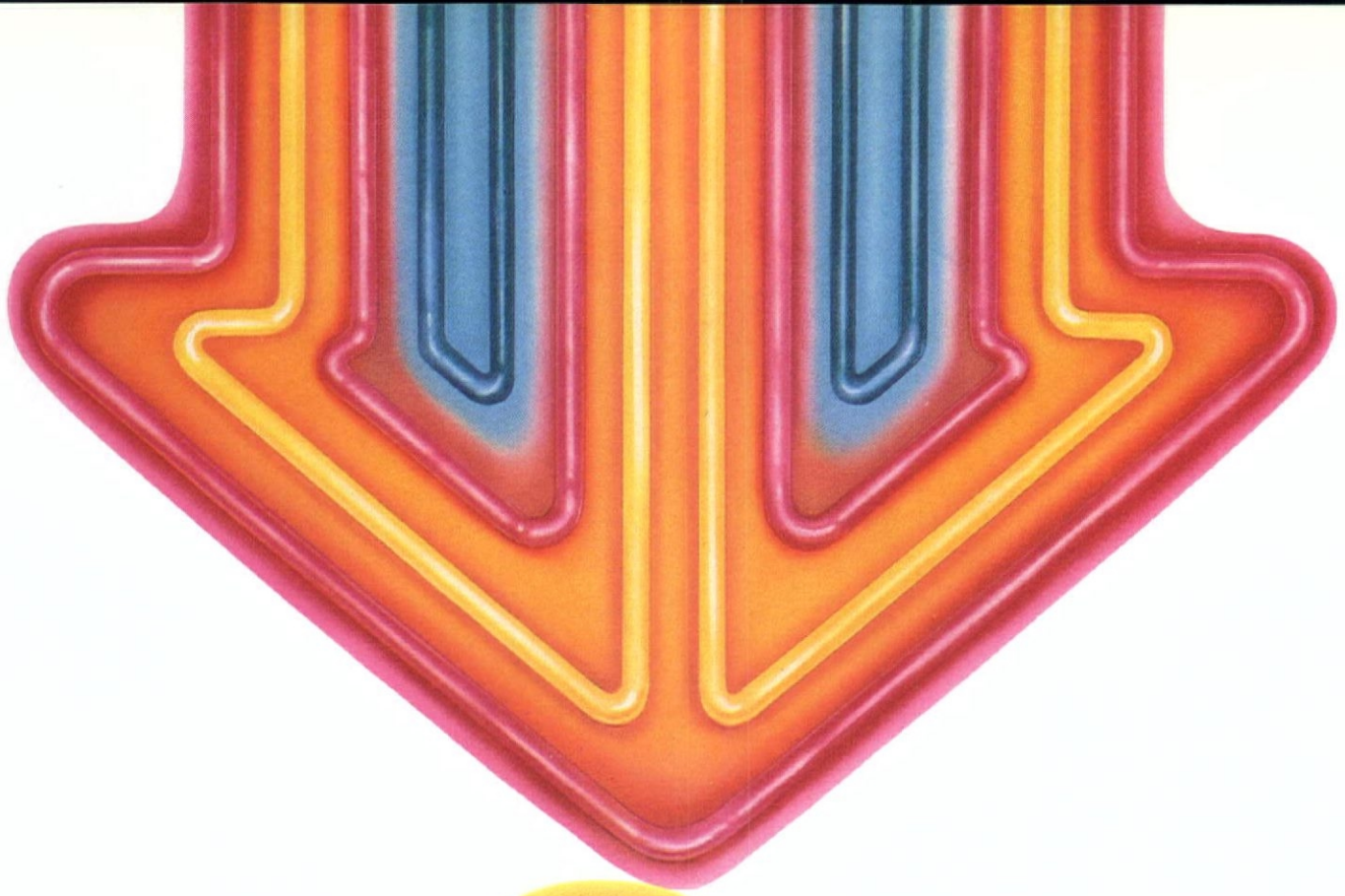


Patcraft carpets give you exciting options in a tireless wardrobe of color and style. They can be custom colored for any environment. For any of your designs. And they're ready to wear. Now.

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united chair

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Here's solid evidence Sligh business furniture works for lawyers.



Law firms reflect success as part of their efforts to attract and keep clients. That's one reason they choose Sligh Furniture. It's why you should be recommending Sligh to the law firms in your market.

Sligh has made premier-quality, beautifully-built furniture for over 100 years. We combine exquisite materials with meticulous craftsmanship to create an extensive product line that allows you to furnish an entire office environment. Sligh has a total program to support your sales efforts, including proven, lead-generating national advertising, catalogs and literature, and delivery programs. The facts are clear.

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Visit our new Merchandise Mart showroom in Chicago, Space #1264, and examine dramatic exhibits that demonstrate how a lawyer's office should look. You'll find the evidence overwhelming.

Sligh

For people who know the difference.

Sligh makes a wide variety of desks, credenzas, wall units, chairs and other distinctive business furniture. To receive a copy of our Executive Suite catalog,send five dollars to: Dept. C3, Sligh Furniture Co., 1201 Industrial Avenue, Holland, Michigan 49423.

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WOOL

The standard by which all other fibers are judged.



Consider wool. From any viewpoint, wool outperforms all other fibers. Technically, no other fiber provides the resilience, durability, easy maintenance and inherent flame retardance that contract interiors demand. From a physical standpoint, you've always known that wool offers matchless beauty that endures. And now, from the aspect of versatility, there's more variety in pure wool upholstery, broadloom and carpet tile making possible the integrated wool environment you've always wanted.

In the past it's been hard for other fibers to match the benefits of wool. Now it's even harder.

PURE WOOL®

Fabric by Greeff
Carpet and tile by Karastan
Furniture by Shelby Williams

The Wool Bureau, Inc. 360 Lexington Avenue, New York, NY 10017-6572
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Atlanta, GA 30303-1301

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THE SOURCE



For beautiful contemporary seating, there is one source you can count on to delight you consistently. To provide the workmanship you want. And to meet all your aesthetic and practical criteria. See Carter's extensive new line of contract furnishings including sofas, love seats and chairs. For information and the name of your local representative, please write Carter Contract, P.O. Box 1869, Salisbury, NC 28144. Or call 1-800-423-8385. And be sure to see our display at Neocon 19, Space 1049-C, at the Merchandise Mart.

CARTER CONTRACT

Designed for a world of taste.

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Locally Stocked With a New Twist

The twist is Virco's easy assembly hardware . . . Twist lock allows for faster set-up and easier office rearrangement. All you need is a screwdriver to twist the locks shut. Execuline™ furniture is shipped unassembled to reduce cost. Stocked in Oregon Oak or American Walnut woodgrain laminates.



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Seating and Systems. Colors, textiles, weaves.
Specifier freedom from the computer room to the executive suite.
Compatibility and Function. **Harter's Integrated System.**

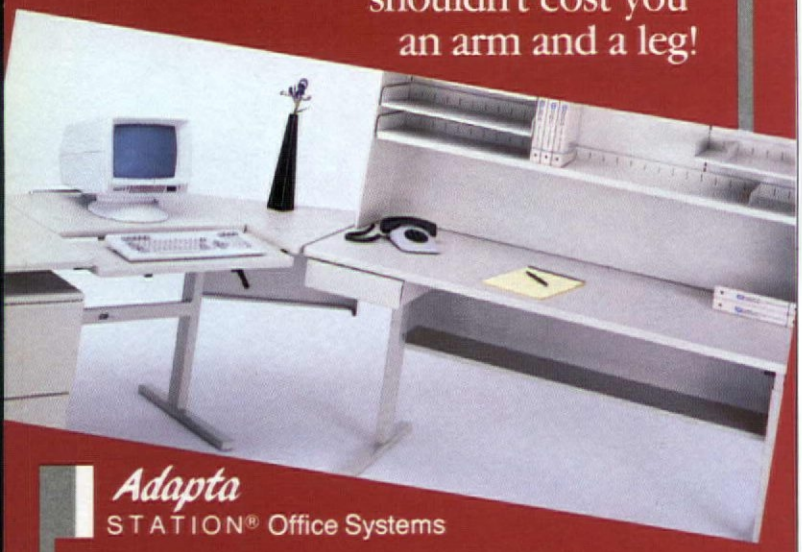
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HARTER

Furniture that saves your back

shouldn't cost you an arm and a leg!



Adapta
STATION® Office Systems

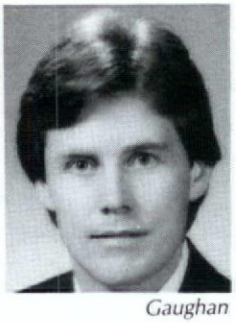
Economic Ergonomics – ADAPTA STATION® systems provide the ultimate in computer keyboard and screen adjustments and a multitude of height-adjustable work surface sizes.

Flexibility and Productivity – Add convenient modular pedestal storage, paper management, and ergonomic seating to create an office that works as good as it looks!

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PEOPLE/NEWS



Gaughan

Sean Gaughan (shown) became midwest director for the Irish Export Board, which has an office at The Apparel Center in Chicago.

The World Association of Merchandise Marts (WAMM) elected **Murray Feldman** (shown), executive director of the Pacific Design Center, as president for two years.



Feldman

Mohawk Carpet honored its top residential territory managers with Award of Excellence plaques. Award winners were: **Randy Mosteller,** southern division; **Paul Tocco,** mid-Atlantic division; **Jim Winstead,** central division; and **Chris Aeschliman,** upper midwest division.

Andrew Thompson was promoted to executive vice president at Durkan Patterned Carpet.

Russell D. Woodyard joined HON Inds. of Muscatine, Ia., as vice president, human resources.



Bosch

Terry S. Bosch (shown) was named marketing manager for Krueger Inc. He will remain in the corporate offices in Green Bay, Wis. The firm supplies seating, tables and computer furniture.

Nathan Good (shown), ASID, joined the Boulder, Co., architecture firm of Eric Smith Associates, PC as director of interior design services.



Good

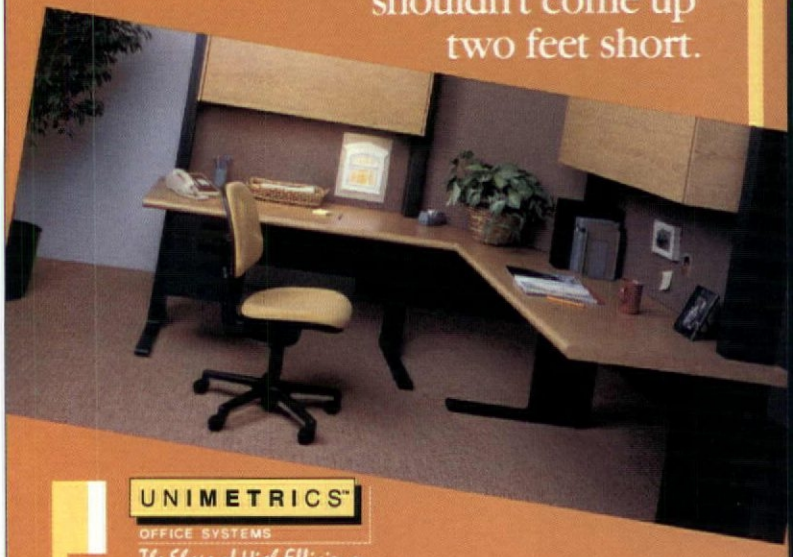
At Regency Textiles, a domestic manufacturer of Axminster carpet and wool yarns, **Everett Foreman** was named vice president sales and marketing.

Robert J. Musemeche, AIA, joined FORMA as director of project development. He is responsible for the overall management of major renovation and new construction projects.

At the Foundation for Interior Design Education Research (FIDER), **Lenore Barton** has become director of development.

Furniture that saves space

shouldn't come up two feet short.



UNIMETRICS™
OFFICE SYSTEMS
The Shape of High Efficiency

Efficiency means maximizing space resources . . . without taking away the room you need to work productively.

Privacy without the expense of panels is made possible by the system's sound-absorbing tack boards and spanner panels. Good design makes the UNIMETRICS™ workstation roomy, efficient, and productive – without wasting space.

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Flexibility is the key to your success – and the success of your office system. Work surfaces adjust instantly for optimum productivity. Wires are hidden out of sight, and this free-standing system easily adapts to your changing office needs.

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PEOPLE/NEWS



Krauss

Herb Krauss (shown), vice president of administration at Furniture Consultants Inc., was appointed a full partner. The New York City-based firm is an office furniture dealer and project-management organization.

Vicki L. List (shown) was elected national president of the National Home Fashions League for 1987. List is business manager of Jo List Interiors in Houston.



List

H. Davis Mayfield III, AIA, was appointed executive vice president, Interspace, and director of the Washington Design Division.

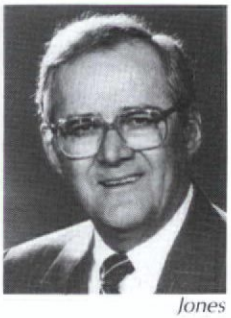
Paul J. Ashton was appointed national sales manager at Specification Built Corp., a manufacturer of custom office furniture in Carlstadt, N.J.

Kris Kirchner, IBD, was promoted to project director at the Atlanta-based interior architecture and graphic design firm of Godwin & Associates.



Conrad

At Lubke International Design, **John D. Conrad** (shown) became North American sales manager. With plants in West Germany, Lubke is a source of contemporary dining room and contract furniture.



Jones

The Atlanta Market Center has promoted five executives. Executive vice president **Ralph N. Jones** (shown) now oversees all the center's support services. Reporting to Jones are: **Susie Longino**, vice president of research and planning; **Tina Pearson**, director of human resources; and newly named vice presidents **Peg Canter**, buyer services; **Diana Getz**, trade shows; **Rob Hollis**, finance and controller; and **Joliene Hutto Price**, communications and head of the mart's in-house promotions agency, Peachtree Advertising.

James Noble will be general manager of Holly Hunt Ltd., Minneapolis, a new furnishings, textiles and accessories showroom at International Market Square (IMS).

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Three Free Brochures.

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☐ Full-color 20-page brochure details the complete SIGMA 2000® Office System.

MY NEED IS IMMEDIATE. PLEASE HAVE YOUR SALES PERSON CALL ME TODAY!

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Company _____
Address _____ Title _____
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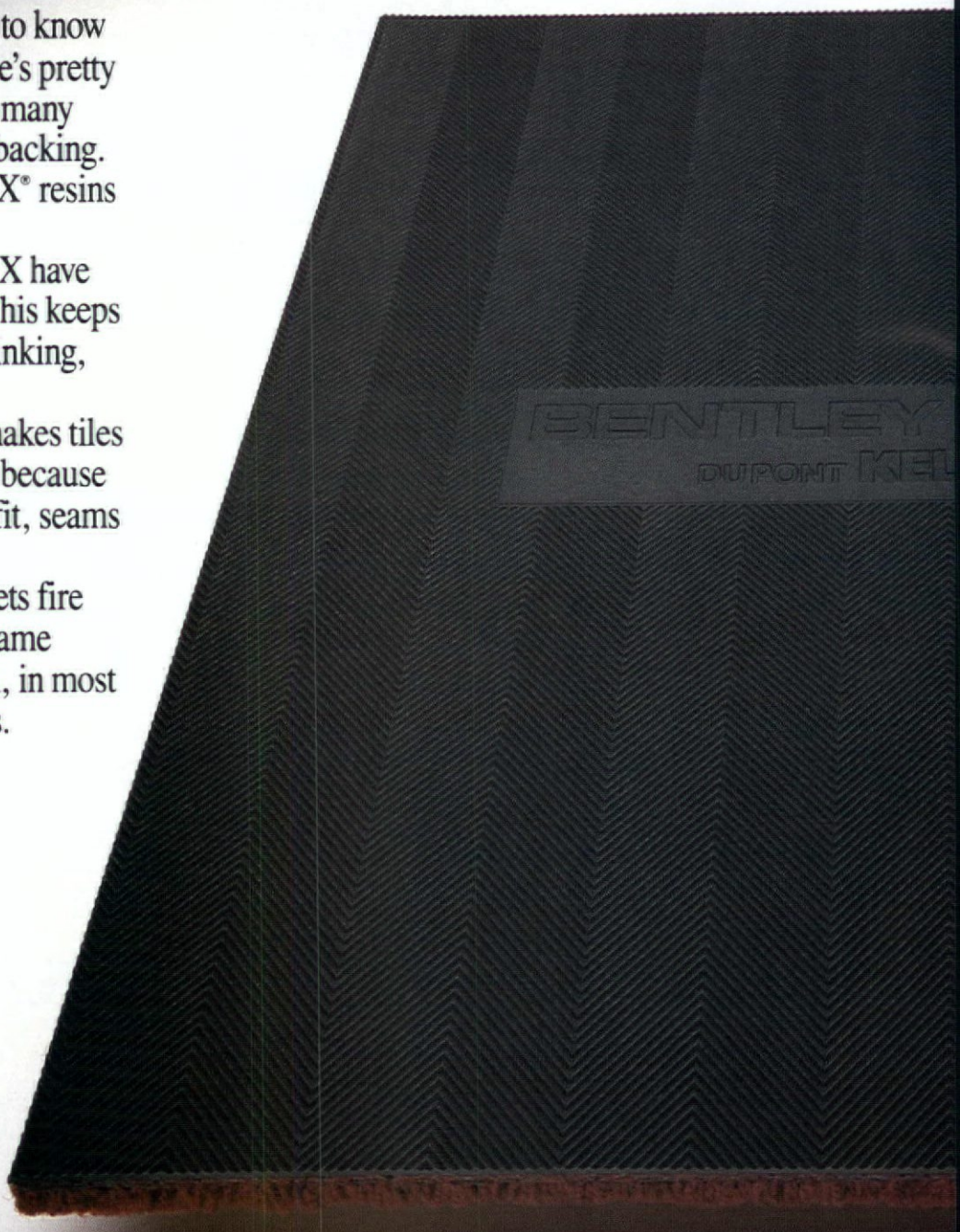
Perfect carpet squares the bottom

These days designers want to know just what's behind a carpet tile's pretty facade. They're learning that many important features are in the backing. That's why Du Pont KELDAX® resins look so attractive.

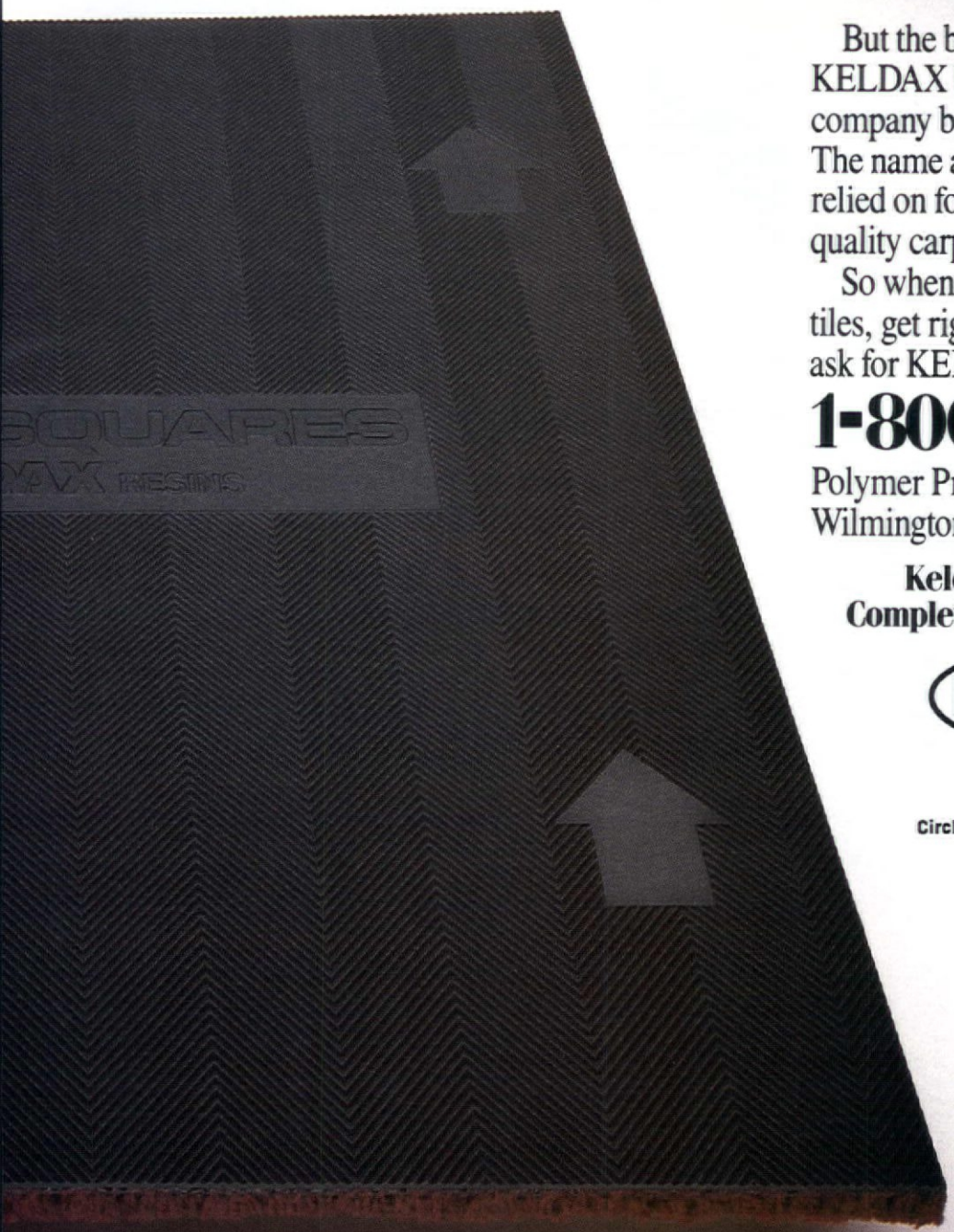
Tiles backed with KELDAX have great dimensional stability. This keeps carpet tiles from curling, shrinking, cupping or bubbling.

What's more, KELDAX makes tiles easier to lay, cut and fit. And because of its dark color and smooth fit, seams are virtually invisible.

In addition, KELDAX meets fire safety standards, including flame spread and smoke generation, in most state and local building codes.



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But the best reason to look for KELDAX behind your carpet tiles is the company behind KELDAX: Du Pont. The name architects and designers have relied on for decades as a leader in quality carpet fibers.

So when you're looking into carpet tiles, get right to the bottom of it. And ask for KELDAX from Du Pont. Call:

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Du Pont TEFLON soil & stain repeller

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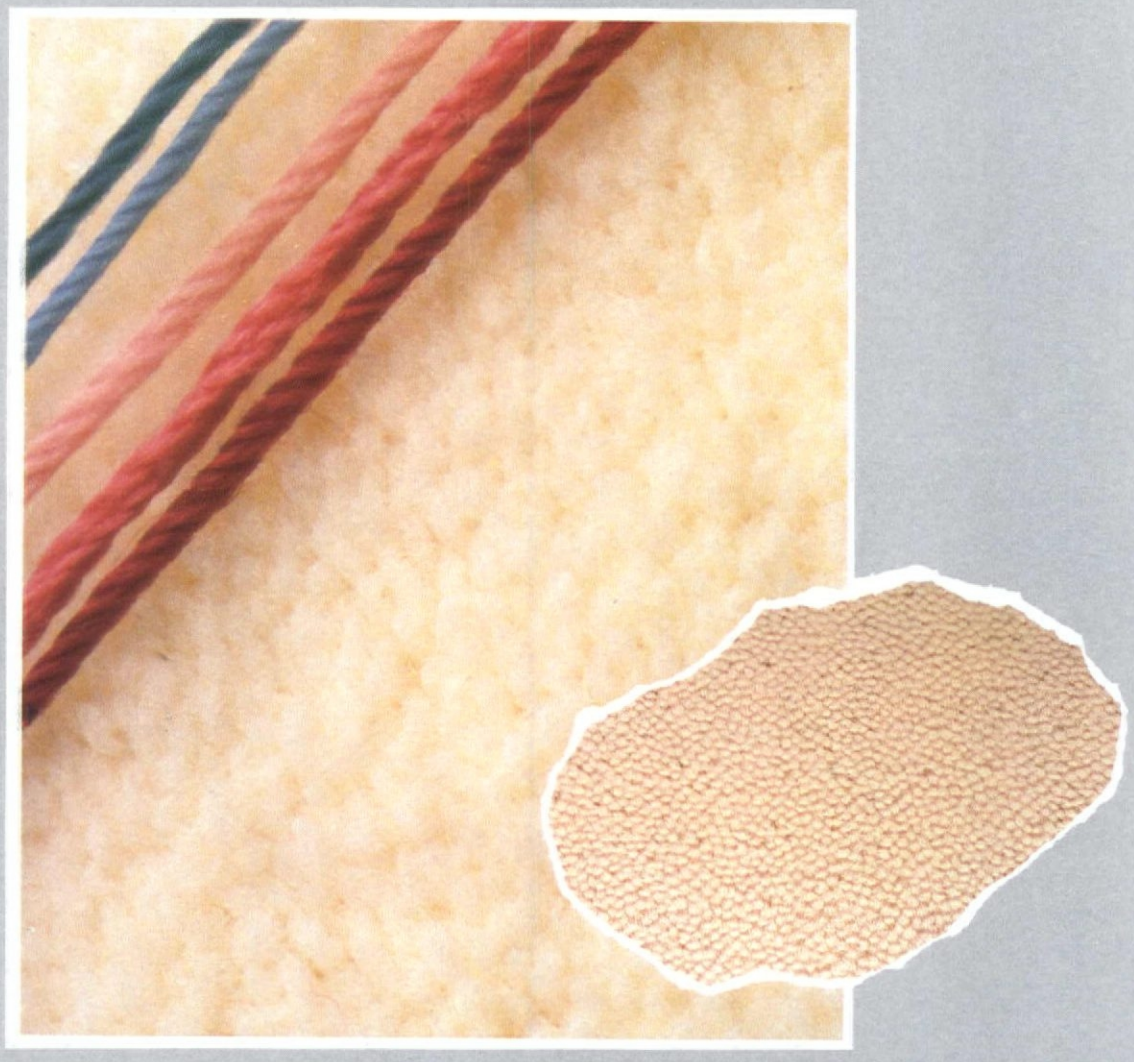
■ We're unveiling a new Scandiline. We've been looking closely at ourselves, and we've made some significant changes. New ideas. New design. And a real commitment to standing out from the crowd. ■ We still offer a complete line of contract furniture. From open office and freestanding desk systems to conference tables, chairs, and lounge seating. And we still provide the same quality, craftsmanship, and personal service you've respected for twenty-six years. But we're stronger. We're better. We're a new Scandiline, the best possible blend of the past and the future. ■ Look closely. We are standing out from the crowd. And when you work with us, you'll be standing out, too. ■ Contact your local Scandiline representative or call our corporate offices at 213/537-6411. ■ Scandiline, 1217 West Artesia Boulevard, Compton, California 90220.

SCANDILINE

Symphony chair design by Glenn Gee

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Soft aesthetics and hard performance all in one technological breakthrough...based on a unique nylon 66 polymer.

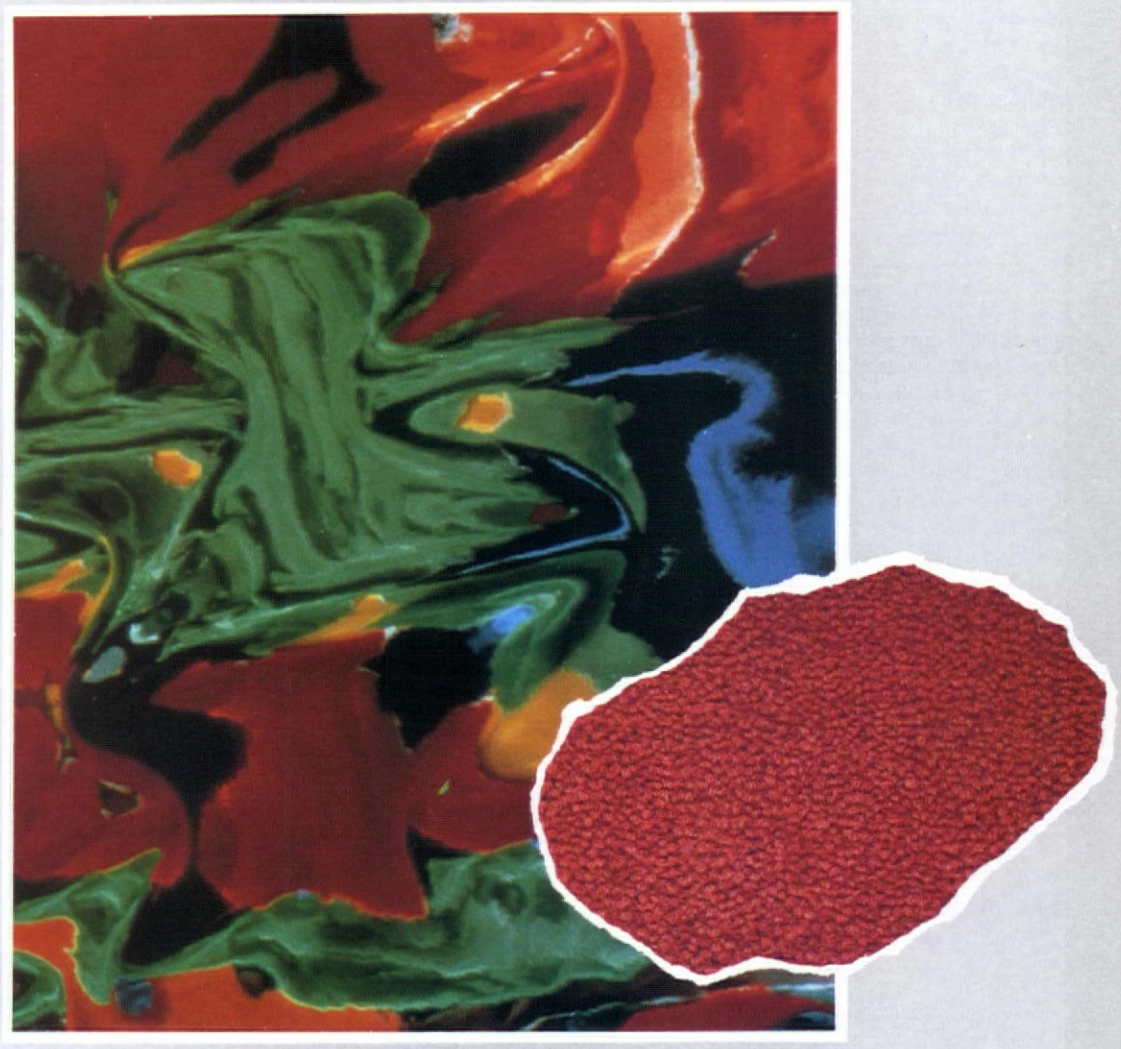
Tactesse, by ICI Fibres.

At the Collins & Aikman Showroom, look for Contessa.
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Tactesse

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1987

May 14-16. Design Week Boston. First annual spring market. Boston Design Center, Boston, Mass.
May 16-20. National Restaurant Association Show. Chicago.
May 18-21. Office 'Landscape' Users 37th Symposium. Parkview Hilton Hotel, Hartford, Conn.
May 21-24. National Home Fashions League, National Conference. Arizona Biltmore, Phoenix, Ariz.
June 8-9. 3rd Annual IBD National Conference. Holiday Inn Mart Plaza, Chicago, Ill.
June 9. Third Annual IBD National Conference. Holiday Inn Mart Plaza, Chicago.
June 9-12. NEOCON 19. The Merchandise Mart, Chicago.
June 14-22. AIA National Convention. Orlando, Fla.
June 15-18. Woodtec '87, The Woodworking Industries Technical Program. Anaheim Marriott, Anaheim, Calif.
June 16-19. Woodworking, Machinery & Furniture Supply Fair. Anaheim Convention Center, Anaheim, Ca.
June 23-26. A/E/C Systems '87. Washington Convention Center, D.C.
June 26-28. Construction Specifications Institute Show. (CSI) Detroit.
July 4-5, 11-12. Annual American Crafts Festival. Lincoln Center for the Performing Arts, New York, N.Y.
July 18-21. International Carpet and Rug Market. Atlanta Market Center, Atlanta, Ga.
July 20-21. Interdis: San Francisco Design Conference. Contract Center at Showplace Square, San Francisco, Calif.
August 2-6. IES Annual Conference for lighting professionals. Marriott Camelback Inn, Scottsdale, Ariz.
August 5-8. IDSA National Conference, Monterey '87: Influences on Design. Conference Center and Doubletree Inn, Monterey, Calif.
September 1-2. Workspace, Fifth Annual Exhibition & Conference for the Office Environment. Moscone Center, San Francisco, Calif.
September 17-18. Innovations '87. INNOVA. Houston, Tex.
September 20-22. Pan Pacific Lighting Exposition. Concourse at Showplace Square, San Francisco, Calif.
October 8-10. Designer's Saturday. New York, N.Y.
October 20-24. NOPA convention. McCormick Place, Chicago.
November 1-3. International Ceramic Tile Exposition. Orange County Convention Center, Orlando, Fl.
November 1-4. IFMA annual conference and exposition. Dallas, Tex.
November 4-6. CONEXION '87. Atlanta Merchandise Mart, Atlanta.

Foreign

May 6-10. Scandinavian Furniture Fair, Bella Center, Copenhagen, Denmark.
May 10-14. Interior Design International (IDI), the largest UK Contract Exhibition for all commercial interiors. Olympia, London.
May 22-26. INTERZUM, the International Trade Fair for Furniture Production, Interior Design and Soft Furnishings—Upholstery Machinery. Cologne, Germany.
May 29-June 2. Environmental Design Research Association Conference. Ottawa, Ontario, Canada.
June 14-17. Quebec Furniture Manufacturers' Association, 41st Montreal Show. Palais des Congrès and Place Bonaventure, Montreal.
July 22-25. ASID National Conference and International Exposition of Designer Sources. Metro Toronto Convention Centre, Toronto, Canada.
September 8-11. International Carpet Fair. Harrogate, England.
September 17-21. Salone del Mobile, Milan Furniture Fair. Milan Fairgrounds, Italy.

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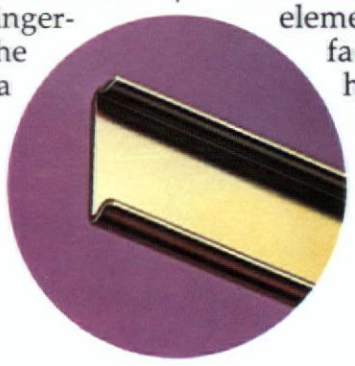
Circle 132 on reader service card

Why Accuride for fine furnit

To close the sale—open the drawer.



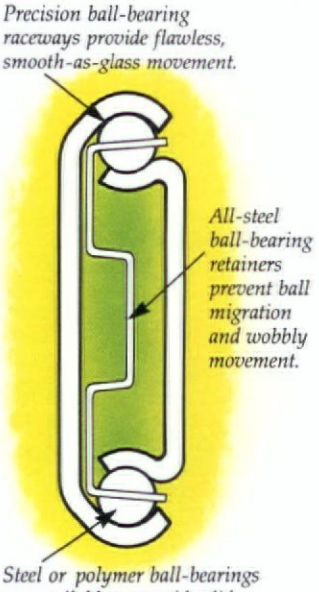
Often the fastest way to compare—and sell—the quality of business furniture is right at your fingertips. Just have the customer open a drawer. He'll feel an unmistakable "Accuride Difference." Like the sound and feel of the door on an ultra-luxury car, the Accuride-equipped drawer makes an irresistible impression of innate quality that communicates the craftsmanship of the entire piece.



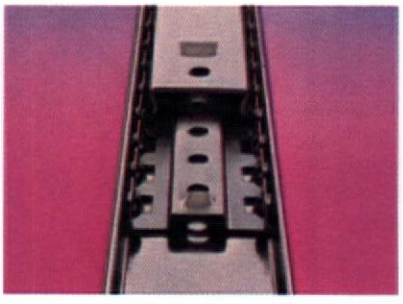
A slide's raceway should be strong, straight, durable. Accuride raceways are precision formed from a special Accuride-controlled steel.

Accuride quality is more than skin-deep.

Accuride control over all elements of the manufacturing process helps maintain a level of quality that has always set the industry standard for slide smoothness, silence and strength. The secret of the famous Accuride fit lies in the precision formation of the ball-bearing raceways from carefully controlled steel cold rolled by Accuride in-house. Space-age tolerances that virtually eliminate wear are achieved by keeping the processes and components that others "job out" under total Accuride control: slitting and cold rolling the mill master coils, electro-plating the satin silver and satin black finishes and the new "brass look", designing and

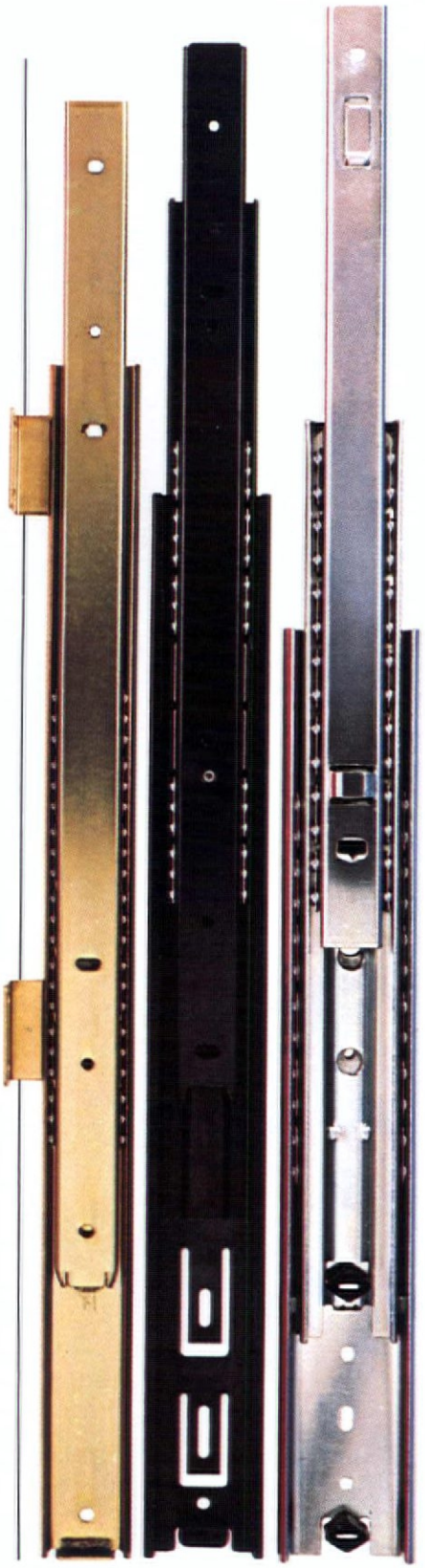


These elements of Accuride precision slides combine for effortless featherlight movement, with no wobble, jamming or binding. They virtually never wear out.



The Accuride slide blends art with technology. Raceways are precision formed for flawless construction and a movement as smooth as glass. Steel or polymer ball bearings ride in all-steel retainers that prevent ball migration and the wobbly movement typical of roller slides.

drawer slides ure are better.



building all production tooling and machinery, and even the factories themselves—in England, Japan, West Germany, and three in the United States.



The 400 year drawer slide?

Accuride slides have passed accelerated life tests of more than 1,000,000 cycles. Based on cycling a drawer an average of 10 times a day, 5 days a week, 52 weeks a year, that's almost 400 years! Accuride routinely tests its slides to or beyond BIFMA* standards. For example, with a 100-lb. test load an Accuride 75-lb. rated slide was cycled more than 75,000 times without any sign of impending failure. That's almost 29 years of cycles with a 25-lb. overload!

The Accuride quality medallion will help your customer make the right decision, instead of a guess.



Seldom has so much technology graced a device so many people take for granted.

Every Accuride slide is an exercise in engineering and manufacturing excellence. The remarkable straightness and parallelism of the raceways support Accuride ball bearings that ride in bridged, self-cleaning retainers.

Look for the Accuride quality medallion.

Owners of fine furniture equipped with Accuride slides experience a new dimension of linear movement. They are assured of a unique quality and elegance available from no other manufacturer. That's why the Accuride quality medallion is so important. It's the ultimate mark of quality and it's displayed only on the finest business furniture. It's a way of letting your customer know he's getting the true "Accuride Difference."

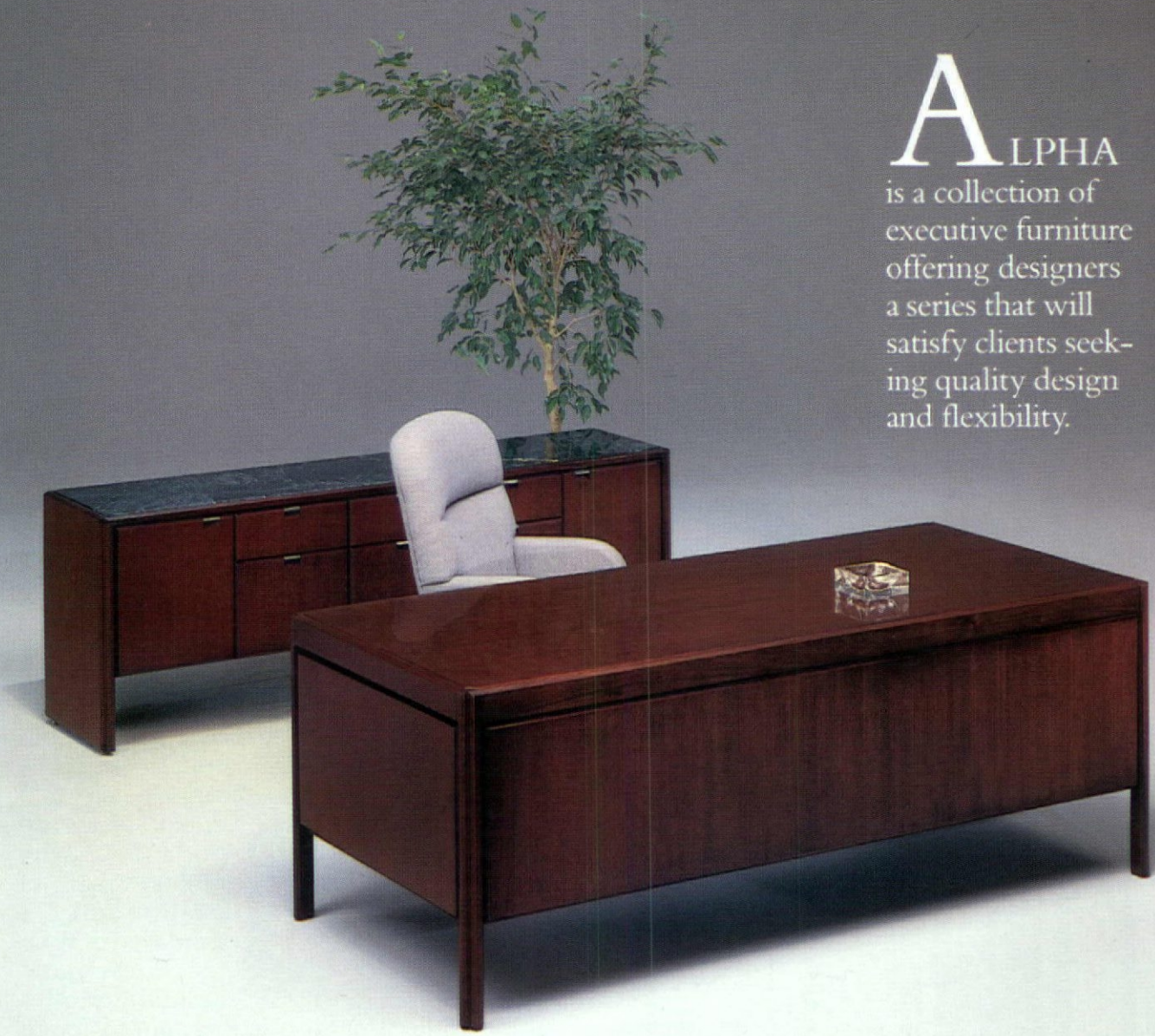
For more information, write Accuride, 12311 So. Shoemaker Avenue, Santa Fe Springs, CA 90670 • (213) 944-0921.

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CONTRACT
WALLCOVERINGS

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Graphic design including floor numbers by Takenobu Igarashi

NEOCON 19 COUPLES IDEA EXCHANGE WITH NEW PRODUCTS

Look for an exchange of ideas that move the contract industry and an array of new products at NEOCON 19, the World Congress on Environmental Planning & Design, NEOCON International, and the Environmental Planning Exposition, to be held concurrently in Chicago at The Merchandise Mart and ExpoCenter (directly across the street), June 9-12. All three related events, a series of seminars and workshops, social events, and individual showroom new product introductions promise an exciting four days of surprises at the world's largest contract show. See following pages.

NEOCON Survival Tips 256
Seminar Program 258
Faces at NEOCON 262
Pull-Out Guide to Floors 263
Floor 6 265
Floor 8 268
Floor 9 274
Floor 10 280
Floor 11 288
Floor 12 296
Floor 13 298
Floor 16 300
Floor 17 302
Floor 18 304
NEOCON Int'l & Plnng. Expo. 307
Other Chicago Exhibits 309

NEOCON SURVIVAL TIPS

How to Get There

By car—Within a 150-mile radius, it's a three hour drive to Chicago; parking is available in lots close to The Mart.

By bus—Greyhound and Trailways run regularly from a downtown station at Randolph and Clark Streets.

By train—Amtrak operates from Union Station just a few blocks from The Mart. Suburban commuter trains also come into this location.

By plane—United, United Express, and Delta airlines are offering up to 75 percent savings on fares to Chicago. Some restrictions apply, so call, or have your travel agent call 800/521-4041 for United or United Express (use account #7070J); or 800/241-6760 for Delta (mention NEOCON 19).

Where to stay

Hotels—The Mart Hotel Bureau has special rates at a number of Chicago hotels. Rates vary from as low as $65 to as high as $120 for a single. Two new renovated hotels on the list are the Claridge and Hotel Morton. Call the Hotel Bureau at 312/467-1942, or write NEOCON 19, Suite 470, The Merchandise Mart, Chicago, IL 60654 for information and reservations.

When to arrive & what to see

Opening day—Tuesday, the opening day of NEOCON, and Wednesday, are the heaviest "traffic" days. Most manufacturers' top executives arrive at the beginning of the week, so if you want to see someone important, it's better to come early. Otherwise, avoid the crowds and come on Thursday and Friday.

The floors—8, 9, 10, and 11 are the main contract furniture floors of The Mart. Fabric, decorative accessories, and "designer" furnishings are on 6, 12, 16, and 17. Floors 13 and 18 have floorcovering, tile, and some building products (see pages 265-306 for complete product coverage). Each floor has over 200,000 sq. ft. of space, so wear comfortable shoes!

ExpoCenter—Across the street from The Mart on the second floor of the Apparel Center is the ExpoCenter, where the NEOCON International Pavilion and new Environmental Planning Exposition will be located (see pages 307-308 for coverage).

Seminars—There are seminars and workshops going on every day during NEOCON (see pages 258-261 for complete program). Check at the registration desk in the main lobby for correct times and locations.

Where to dine

There are many fine restaurants in Chicago, but a few that come highly recommended are:

Cajun—Blue Crab Lounge, 21 E. Hubbard; Dixie Bar & Grill, 225 W. Chicago.

French—L'Escargot, 2925 N. Halsted; Toulouse, 51 W. Division; and Un Grand Cafe, 2300 N. Lincoln Park West.

Greek—Greek Islands, 200 S. Halsted; the Parthenon, 314 S. Halsted.

Northern Italian—Avanzare, 161 E. Huron; Cafe Bravissimo, 508 N. Clark; Scoozi!, 410 W. Huron; and Spiagga, One Magnificent Mile, 980 N. Michigan Ave.

Japanese—Hatsuhana, 160 E. Ontario.

Nouvelle cuisine/American—Gordon, 500 N. Clark; Jackie's, 2478 N. Lincoln; and Printer's Row, 550 S. Dearborn.

Pizza (Chicago-style!)—Giordono's, 1840 N. Clark; Pizzerias Uno, Due, 29 E. Ohio, 619 N. Wabash.

Seafood—Cape Cod Room, Drake Hotel, 140 E. Walton; Nick's Fishmarket, 1 First National Plaza, Monroe at Dearborn.

Spanish—Cafe-Ba-Ba-Reeba, 2024 N. Halsted.

For information on restaurants, museums, or other Chicago sights, visit the Concierge Desk in The Mart's main lobby during NEOCON.

What to do

Parties—All week long there are numerous parties hosted by manufacturers and showrooms in The Mart. Most are by invitation only, but any bona fide contract specifiers are usually welcome. **DuPont** is hosting its annual bash, open to all, at the Holiday Inn Mart Plaza on Tuesday night; **IBD** is holding its black-tie "Midnight Affair" at Navy Pier also on Tuesday (call 312/467-1950 for tickets); and the **Illinois Chapter ASID** is having a party at the Chicago Theatre on Wednesday (call 312/467-5080 for tickets). Facilities managers are invited to a reception hosted by **BASF Fibers** at the Metropolitan Club, Sears Tower, on Thursday.

Exhibitions—"Fragments of Chicago's Past," Art Institute of Chicago; "The Work of Harwell, Hamill, Harris," The Graham Foundation for Advanced Studies in the Fine Arts; "Architecture and the City," Museum of Science and Industry; "The Spiritual in Art: Abstract Painting, 1890-1985," Museum of Contemporary Art (10 percent discount at museum store to visitors with a NEOCON badge).

Galleries—There are some 58 art galleries in The Mart's neighborhood, River North. Start walking down Wells Street (east of The Mart) and check out a few of the side streets going west, such as Erie, Superior, and Huron.

How to get around

Taxis—There is a cab stand on both The Merchandise Mart and Apparel Center plazas. Lines tend to get long during peak times. If you're in a hurry, walk east to Wells or Clark to hail a cab.

Buses—Complimentary bus service to and from major hotels is provided by The Mart during NEOCON. Buses leave regularly from The Mart and Apparel Center plazas. Continental Air Transport also offers service to and from O'Hare airport, round trip cost, $14.

CTA rapid transit—The "L" (for elevated train) stops at the east end of The Mart at a station on the second floor. Trains run around the Loop and up the North Shore. The "L" also runs out to O'Hare from State and Lake streets, cost $1.

What's going on in showrooms

The Alma Companies—Breakfast, 8-10 a.m., Tuesday-Friday, Space 1140.

Benedetti—Reception, 4 p.m., Wednesday, Space 1166.

Domore—Exhibition of *Abitare's* July/August issue devoted to Midwestern architecture, Tuesday-Friday, Space 1194.

Helikon—Choose the key that opens the Mantel Series desk and win an all-expense paid vacation trip for two. Space 960.

Kohler Company—Drawing for weekend at the American Club in Kohler, Wis., Space 1300.

Lees Commercial Carpet—Party at the Limelight, 632 N. Dearborn, Tuesday night. Invitations may be picked up in the showroom, Space 1814.

MDC Wallcoverings—Product seminar, "B.F. Goodrich Textile Fabric for Walls," Tuesday, 3 p.m.; Cocktail party, Tuesday, 5-7 p.m.; Buffet, Wednesday-Thursday, 1 p.m.; Space 10-155.

Marden—Lox and bagels every morning, Tuesday-Friday, Space 936.

Scalamandre—Croissants and coffee every morning; wine and cheese every afternoon; Tuesday-Friday; Space 627.

Spec'built—Seminar on Oppenheimer Headquarters project with Planned Expansion Architects, Tuesday, 10:30 a.m.; Seminar on Ernst and Whinney project with Mayers & Schiff Architects, Tuesday, 11:30 a.m.; Space 1035.

Vicrtex—Harpist Penny Currier, 11 a.m.- 5 p.m., Tuesday-Friday; chocolate truffles & food bar, 2-5 p.m., Tuesday-Friday; Space 1189.

The Wool Bureau—Champagne brunch daily, 11:30 a.m.-2 p.m., Space 11-113A.

Programs & Events at NEOCON 19 designed to educate, inform, amuse, & entertain

Jackson



Choate



In keeping with its purpose to combine innovation in design and technology with an exchange of ideas, NEOCON will celebrate its 19th anniversary with the latest in research, discoveries, and theories in the contract market. While The Merchandise Mart hosts the main event, many contract-affiliated organizations such as ASID, AIA, IBD, NOPA, and others will hold meetings and sponsor education seminars on pertinent topics in the field.

NEOCON seminars and workshops will convene Tuesday, June 9 and continue through the week's end on Friday, June 12. Speakers will address a variety of topics around the chosen theme, "The Challenge of the New: Product, Design, Technologies, and Ideas." Panels will cover issues such as: color and human behavior, technologies that will shape the future of design, advanced lighting, computer-aided design, negotiating design fees, productivity in the electronic office, and more. A daily schedule follows on p.259-260.

TRW's Choate to deliver keynote

Among the many noteworthy seminars is the keynote address by Pat Choate, director, Office of Policy and Analysis, TRW, Inc., Arlington, Va., and author of *The High-Flex Society: Shaping America's Economic Future*. Speaking during Seminar Three on Wednesday, June 10 at 8:30 a.m., Choate will address the very topic of his book. He believes America can meet the future with confidence by asserting "our national genius," which is the ability to adapt and make change work for us, according to the author. Choate proposes innovations to help all sectors of society and its corporations work together.

At noon, on Thursday, June 11, the Facilities Management Luncheon will focus on the General Services Administration (GSA) and its new program to create productivity-enhancing workplaces for thousands of government employees while meeting Chief Executive mandates for cost-effective use of space. Upgrading the work environment will be accomplished through state-of-the-art furniture, a decision based on dramatic GSA research results. Terence Golden, administrator, GSA, discusses his "New Agenda" and other aspects of managing the nation's largest facility.

Paul Goldberger, architecture critic, *The New York Times*, will keynote at the Chicago Architecture Awards luncheon on Friday, June 12. He will offer, "A Critique of Today's Design Directions." Established in 1984, the Chicago Architecture Award recognizes an individual practitioner for his significant contribution to architecture and to the design of urban environments, which have facilitated the highest standards of architecture for U.S. cities. Three architects, Denise Scott Brown, Harry Weese, and Leon Krier will be award recipients at the luncheon event which is presented by *Architectural Record* and the Illinois Council, AIA.

The closing seminar on Friday, "The Symposium on Modern Architecture IV: The Search for Definition," features a broad spectrum of international architects who will discuss post-modernism, historicism, revivalism, deconstructionism, high-tech classicism, rationalism, and neo-modernism, and their effects on contemporary design. Paul Goldberger will moderate the expression of diverse opinions, guaranteed to be heard.

IBD hosts conference

In conjunction with NEOCON, the Institue of Business Designers (IBD) will hold its third annual national conference, "In the Business of Design—Positive Changes," on Tuesdsay, June 9 at the Holiday Inn Mart Plaza across from The Merchandise Mart. IBD, founded in 1969 to advance the status of professional contract designers, represents over 3,200 members in 28 chapters across the U.S.

Business-oriented workshop presentations include the titles: Harmony and Productivity at Work; You Can Be More Creative—Parts I and II; The Designer's Mind; Forecasting Design Trends; Successful Team Building; Presentations to Shape Your Career; and Career Tracks. The keynote speaker is Theodore Gill, professor of philosophy, John Jay College, (CUNY); and the luncheon speaker is F.G. "Buck" Rodgers, former vice president, marketing, IBM, and author of *The IBM Way*.

IBD workshops are followed that evening by "The Midnight Affair," an awards celebration honoring ten top projects submitted to the IBD/*Interior Design* Magazine Design Competition, at Chicago's Navy Pier (Grand Ave. at the Lake). For further information, contact Caroline Grund at the IBD national office at 312/467-1950.

Other programs for the week start on Monday, June 8, with the Illinois Chapter/ASID program at The Merchandise Mart. ASID and Allied Signal will present "Lights! Color! Action!," a program addressing the techniques of architectural lighting and its similarity to theatrical lighting. Attendees will learn how to employ lighting to create form, mood, direction, and color. The Chicago Theatre, an ASID Significant Interior, will be discussed. Speakers are Connie Whiteley, ASID, IES, associate member; and Gerry Zekowski, partner, Lighting by Design.

ASID debuts its Significant Interior Survey in Illinois with a



Chicago's Merchandise Mart hosts NEOCON 19.

sàlute to the Chicago Theatre, the location of ASID's and Allied Signal's Wednesday evening gala. An Allied Signal carpet fiber stylist, along with decorative arts craftsmen, discuss their participation in the historic restoration on Tuesday, June 9, 8:30 a.m. For more information about this program and tickets for ASID's finale party at the Chicago Theatre, call 312/467-5080.

Furniture designers convene

The American Society of Furniture Designers (ASFD) will convene for its national conference June 11-13 at the Holiday Inn Mart Plaza, concurrently with NEOCON. Sponsors for ASFD will show new products via tabletop presentations during the conference's formal portion. The agenda includes a program on computer aids for the designer and bridging the gap between students and professionals. A roundtable discussion will be held with manufacturers, designers, and students. Social events include a historic tour of Chicago and a cocktail cruise. For more information, call 919/841-4300.

National Office Products Association (NOPA) will hold its Contract Furnishings Forum Program at the Holiday Inn Mart Plaza, Monday, June 8 at 8:30 a.m. An evening event is scheduled by invitation only, and information may be obtained by calling 312/527-7608.

The Contract Furnishings Council luncheon on Tuesday, June 9 at noon will feature Kenneth M. Book, president, The Gunlocke Company, at The Mart's second floor M & M Club. Tickets are $15 per person; call 312/321-0563.

Other special events, exhibits

E. I. DuPont de Nemours Co. will sponsor an open industry reception at the Holiday Inn Mart Plaza's 15th floor atrium at 6:00 p.m. on Tuesday, June 9. Cocktails and hors d'oeuvres will be served.

The Color Marketing Group (CMG) will hold its regional meeting Thursday, June 11 at the Metropolitan Club in the Sears Tower at 6 p.m. Dinner and a speaker will be offered to members and non-members who may register at the door for a fee.

The American Society of Interior Designers and *Interior Design* magazine present the sixth annual NEOCON Excellence of Showroom Design Awards, which salute the winners of the outstanding new or newly-renovated showrooms, on Thursday, June 11 at 9:45 a.m. in the Mart's conference center.

A tribute to the facility management profession will occur during a reception at the Metropolitan Club, located on the 66th floor of the Sears Tower. It is hosted by the BASF Corporation and tickets are by invitation only. For more information, call


Kellogg Smith


Whitney


Goldberger


Vanderbyl


Busby

NEOCON PROGRAMS

Win a trip to Tokyo

212/512-9645.

Among the concluding events at NEOCON will be the Chicago AIA and *Interiors* magazine Product Display Competition, a multi-media awards presentation spotlighting innovative, provocative, and informative product displays at NEOCON 19. It will be held Friday, June 12 at 10:00 a.m. in the second floor conference center, Merchandise Mart.

Special exhibitions, new showroom designs

S.P.E.C., Specialty Products Exhibition for Contract, is an exhibition of residential products that are, by design and function, workable in the contract environment. Permanent showrooms on floors 6, 12, 13, 16, and 17 of the Mart invite attendees to the NEOCON S.P.E.C.-tacular to see such sources. S.P.E.C. products will have been reviewed by a panel of contract designers and certified as suitable for contract interiors.

To be eligible to win one of two free air fares to Tokyo, courtesy of United Airlines, attendees are invited to take the S.P.E.C. tour of residental showrooms upon arrival at NEOCON. Visitors can ask for the S.P.E.C map, visit the locations, and then become eligible for the chance to win free air fare.

A number of showrooms have either expanded or redesigned their existing spaces at the Mart. Hickory Business Furniture's (HBF) move to a 6,700 sq. ft. showroom on floor nine doubles its previous Mart space on ten. Designed by Michael Vanderbyl, Vanderbyl Design, San Francisco, the showroom at Space 909 was necessary due to HBF's rapid expansion of product line. Vanderbyl's design of the 1986 HBF showroom was the prize-winning NEOCON showroom last year chosen by ASID.

Among the other showroom renovations are Steelcase, Space 1010, redesigned by McBride & Kelly Associates, a Chicago firm, in conjunction with Steelcase's design department. Metropolitan, moved from Space 1010 to 11-100, had a new showroom designed by Mark Kapka of the company's design department. Domore's showroom, Space 1194, was designed by Katherine and Michael McCoy. Artemide, Space 808, has undergone a design renovation by Lella and Massimo Vignelli.

NEOCON Seminars and Workshops start in the next column as a day and time listing guide complete with speaker names. Who, What, and When of NEOCON appears on pages 256-257, while Faces at NEOCON is on page 262. The Pull-Out Guide is an excellent reference to all contract showrooms, broken down by floor and then alphabetized and designated by showroom number. On page 309, other showrooms in Chicago not located in the Merchandise Mart are referenced.

NEOCON SEMINARS & WORKSHOPS

TUESDAY, JUNE 9

8:30 a.m.
Workshop A
Design on the Runway: Contract Installations as Design Statements. *Speakers:* Ronald VanGelderen, Carpet & Rug Institute; Harry Milli, Certified Floorcovering Service.

10:30 a.m.
Workshop B
Survival of the Fittest: How Dealers Expand Services for New Profitability. *Speakers:* James Miller, Miller Business Systems; Larry Evans, Rucker-Fuller Co.; Ralph Perers, American Business Interiors.

10:30 a.m.
Workshop C
Color and Human Behavior: New Findings for More Positive Response. *Speakers:* Antonio Torrice, ASID, Beverly Thome, designer; Barbara Schirmeister, ASID, Color Association of the U.S. *Moderator:* Fran Wilson, ASID.

2:30 p.m.
Workshop D
The Dealer Designer. *Speakers:* Melanie Plumer, Richard Plumer Interiors; James Goodson, architect; Don Hayes, Carson Business Interiors; Lauren Hoye, BKM. *Moderator:* Steve Gathings, Bodines, Inc.

4:00 p.m.
Seminar I
Leading-Edge Technology: Processes and Materials that Will Shape the Future. *Speakers:* Thomas Wollner, Ph.D., 3M Research and Development; Richard Hess, Ph.D., E.I. DuPont de Nemours & Co.

4:00 p.m.
Seminar 2
Emerging Voices: The Young, Bright and Talented Minds in American Design. *Speakers:* Katherine McCoy, Cranbrook Academy of Art; Adrian Smith, Skidmore, Owings & Merrill; Michael Vanderbyl, graphic designer; Kevin Walz, furniture designer.

WEDNESDAY, JUNE 10

8:30 a.m. Keynote Address
Seminar 3
The High-Flex Society: Meeting Economic Challenge. *Speaker:* Pat Choate, Office of Policy and Analysis, TRW, Inc., and author.

10:30 a.m.
Workshop E
Design in Search of Productivity: Coping with the Complexities of the Electronic Office. *Speaker:* Don Sachar, Environetics International, Inc.

2:30 p.m.
Workshop F
Fee Negotiation: The Fine Art of Profitability. *Speaker:* Frank Stasiowski, book author and editor, *Professional Services Management Journal.*

2:30 p.m.
Workshop G
American Express Corporate

Thomas



Ellis



Preiser



Stern



Torrice



Headquarters: A Case Study in Design and Facility Management. *Speakers:* Richard Carlson, Swanke Hayden Connell Architects; Richard Macauley, Shearson Lehman Brothers.

4:30 p.m.
Seminar 4
Design Directions: New Corporate and Commercial Interiors. *Speakers:* Gary Whitney, The Whitney Group; James Terrell, Hambrecht-Terrell Interiors.

4:30 p.m.
Seminar 5
Architecture + Utopia: Visions for the Post-Industrial Society. *Speakers:* Massimo Scolari, architect, Venice and Milan. Abdel Wahed El-Wakil, architect, Cairo and London. *Moderator:* Donald J. Hackl, AIA, Chicago.

THURSDAY, JUNE 11

8:30 a.m.
Seminar 6
The Continuing Revolution in Lighting: Compact Illumination. *Speakers:* Don Thomas, GTE Lighting Products; Terry McGowan, General Electric.

8:30 a.m.
Seminar 7
The Corporate Facility: Options and Issues that Affect the Planning Process. *Speakers:* William Agnello, Baxter Travenol Laboratories; John J. Dues, The Mead Corp.; Joseph E. Healey, AMOCO Corp.; Edward Lewis, Motorola. *Moderator:* Edward J. Carr, Baxter Travenol Laboratories.

10:30 a.m.
Workshop H
Drawing, Design, and Data Management: The 3-D's of Computer-Aided Design for Space Planning. *Speaker:* E. Lee Kennedy, author, "CAD Drawing, Design and Data Management."

10:30 a.m.
Workshop I
How Dealers Meet the Marketing Challenge: Setting Your Firm Apart from the Crowd. *Speakers:* Don Griesdorn, BKM Total Office Today; A. John Dodson, Sr., Color Art Inc.; James Dailey, Dailey's Office Productivity Center; James L. Newman, JLN Furniture Systems, Inc.

12:00 Noon
Facilities Management Luncheon
A New Agenda at the GSA: Design and the Bottom Line.
Speaker: Terence Golden, General Services Administration. *Chairpersons:* David Cotts, IFMA president and chief, Building Maintenance and Repair, The World Bank; Joseph E. Healey, IDRC president and senior project manager, AMOCO Corp.

2:30 p.m.
Workshop J
Health Care Today: Form Follows Function and Demand. *Speakers:* John Busby, Jova/Daniels/Busby; Robert Douglas, Robert Douglas Associates; R. Timothy Stack, The Southside Hospital.

2:30 p.m.
Workshop K
Illuminating Behavior: How Light Shapes Response. *Speaker:* Fran Kellogg Smith, ASID/CSI.

4:30 p.m.
Seminar 8
Post-Occupancy Evaluation: Its Vital Role in Facilities Design. *Speakers:* Wolfgang P.E. Preiser, National Academy of Sciences; Stephen Parshall, CRS Sirrine. *Moderator:* David Cotts, IFMA and The World Bank.

4:30 p.m.
Seminar 9
The Dream of a City: International Design Directions. *Speakers:* Charles Vandenhove, architect, Brussels; Denise Scott Brown, principal, Venturi, Rauch Scott Brown; Robert A.M. Stern, New York Architect. *Moderator:* L.A.L. Rolland, Royal Institute of British Architects.

FRIDAY, JUNE 12

8:30 a.m.
Seminar 10
The Workplace as Human Habitat: Facilities Design, Morale, and Productivity. *Speakers:* Wolfgang P.E. Preiser, University of New Mexico; Peter Ellis, international consultant on facilities management, London.

8:30 a.m.
Seminar 11
The Design-Made Object: International Expressions. *Speakers:* Takenobu Igarashi, graphic designer and artist; Dakota Jackson, furniture designer; Tobia Scarpa, architect and industrial designer; Jack Lenor Larsen, designer. *Chairperson:* Joy E. Adcock, FASID and Michigan State University.

10:30 a.m.
Workshop L
Drama and Ambience: Retail and Restaurant as the New Entertainment. *Speakers:* Martin Jerry, Walker Group/CNI; Ken Pollard, Gensler and Associates.

10:30 a.m.
Workshop M
British Design Comes of Age: New Marketing and Business Strategies. *Speakers:* Rodney Fitch, The Design Council, London; *Presenter:* D. Roger Hurley, HLM and British Institute of Interior Designers.

12:00 Noon
Chicago Architecture Awards Luncheon
Keynote: Paul Goldberger, *The New York Times* architecture critic. Chicago Architecture Awards recipients: Denise Scott Brown, Venturi, Rauch, Scott Brown, Philadelphia; Harry Weese, Harry Weese and Associates, Chicago; Leon Krier, architect, London. *Presented by: Architectural Record* and Illinois Council, AIA.

2:00 p.m.
Seminar 12
The Symposium on Modern Architecture IV: The Search for Definition. *Panel:* Denise Scott Brown, Philadelphia; Abdel Wahed El-Wakil, Cairo and London; Hans Hollein, Vienna; Leon Krier, London; Charles Vandenhove, Brussels; Tobia Scarpa, Milan; Massimo Scolari, Venice and Milan; Adrian Smith, Chicago; Robert A.M. Stern, New York. *Moderator:* Paul Goldberger, architecture critic, *New York Times*, New York.

FACES AT NEOCON

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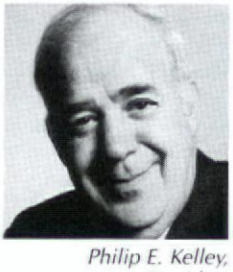


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PULL-OUT FLOOR GUIDE

CONTRACT's Comprehensive Guide to NEOCON Exhibitors

6 FLOOR

*Robert Allen Fabrics 6-144
*Baker, Knapp & Tubbs 6-187
Gretchen Bellinger 6-118A
***Brunschwig & Fils 6-121**
*Bertil Thurne 6-118
*Jack Denst Designs 6-117
Donghia 600
*Erwin Lambeth 6-130
Edward Fields 635
Greeff Fabrics 6-125
***S.M. Hexter 6-136**
Interior Crafts 614
*Interna Designs 6-168
*The Kittinger Co. 6-158
Boris Kroll Fabrics 626
Jack Lenor Larsen 638
*Oriental Rugs Int'l 6-140
*Ficks Reed 631
*Rubee Furniture 6-187
Scalamandre 627
***F. Schumacher & Co. 6-133**
*Watson Smith/V'Soske 6-127
*Stark Carpet 6-102
*Stroheim & Romann 6-148
***Thybony Wallcoverings 6-134**
*Albert Van Luit & Co. 6-135

8 FLOOR

Acoustical Screens Corp. 850
Add Interior Systems 885D
Alex Stuart Design 853
Ambiant Systems, Ltd. 861
Ametex Contract Fabrics, Inc. 891
Amstore 864
Arc-Com Fabrics 888
Artec, Div., Kimball International 825
Artemide 808
Aurora Steel 804
Bernhardt Contract 840
Bradford Systems Corp. 804
Carnegie Fabrics, Inc. 851
Jack Cartwright, Inc. 852
Charlotte Co. 866
Chicago Showroom Corp. 841
Cole Business Systems 815
Coral of Chicago 800
Cumberland Furniture Corp. 862
David Edward 885D
Dependable Furniture Mfg. Co. 865
Domus Italia 841
Drucilla Handy Co. 813
Dunbar Furniture Corp. 837
Executive Office Concepts 874
Formica Corporation 802
Frankel Associates 878
Gerard Metal 804
Girsberger Industries, Inc. 845
Glassform Industries 819A
Grimes Design 857
Hamilton Sorter 805
Haskell of Pittsburgh 810
Haworth 830
Inotec Systems 810
Interact/Acoustical Screens 850
Interface Flooring Systems 848
IPI, Innovative Products for Interiors 841
Jofco 843
Joyce Int'l. 815-1
KCR Fabrics 867
Kimball Office Furniture Co. 825
Krug Furniture 846-1
Lehigh-Leopold Furniture 815-1
Lista Int'l. 857
Maharam Fabric Corp. 883
Metcor Mfg. Co. 834A
Modern Mode 885
Thomas Moser 865
Pace Collection 860
Palazzetti 841
Rosemount Office Systems 839
Scope Furniture Ltd. 879
Shaw-Walker 868
Smokador 893
Spacesaver/Bradford Systems Corp. 804
Standard Desk 815
Stratford Hall 885D
Taylor Chair 855
Techniques in Wood 874C
Teknion 885D
Tuohy Furniture Corp. 880
Unifor, Inc. 874D
United Chair Co. 877
Weather Tamer, Inc. 821A
Zographos 885D

9 FLOOR

AGI Ind. 968
Adam James Textiles/J.M. Lynne 9-120
American Seating Company 964
Arconas Corp. 903
Atelier Intl., Ltd. 9-100
Baker, Knapp & Tubbs 917
BIFMA 922A
Biltrite Nightingale 970
The Boling Co. 930
Boris Kroll Fabrics 918A
Brayton Intl. 938-940
Brickel Assoc. 953
Brueton Inds. 946
Charvoz-Carsen 950
Condi Div. Pacific Furniture 995
Cramer Inc. 9-102
Dar-Ran Furn. 902
Edward A. Roffman Assoc. 958
Furniture Marketing Assoc. 970
GF Furniture Systems 916
Giani 976
Gregson Furn. Ind. 997
Hardwood House 993
Helikon Furniture 960-963
Herman Miller 920
Hesco Ind. 968
iil Inc. 934
ICF 945
Intrex 903
Inwood Office Prods. 976
J.M. Lynne Co. 9-120
Madison Furniture Inds. 929-1
Marden Mfg. 936
Patrician Furniture 902
Rudd Intl. 9-113
Scandiline Ind. ..... 9-108 & 9-112
Schafer Bros. 976
Shelby Williams Systems/ Madison 929-1
Smith Metal Arts 915A
Spinneybeck Ent. 910A
Stendig Intl. 950
Storwall Intl. 901
Structural Concepts 900
SunarHauserman 985-988
Supreme Equip. & Systems 967
TAB 900
Virco 932
Vitra 950
Westinghouse Furniture Systems 906

10 FLOOR

Adanlock Corp. 1089A
Advance Mfg. 1049A
Allyn Bank Equip 1056
Amoco Fabrics & Fibers Co. 10-140
Amotek/Lusa 1049C
Architex, Inc. 1046
Artopex, Inc. 1085
Aspects, Inc. 1057
August, Inc. 10-168
B.F. Goodrich 10-155
BPC Ind. 1040A
Bassett Furn. 10-130
Beelner & Thomas 1049A
Borroughs 1084
Bright Chair 10-107
The Buckstaff Co. 10-134
Business Accessories, Inc. 1079
Business Environment 1055
Cano 1043
Carter Contract 1049C
Charvoz-Carsen Corp. 10-105
Cohama Specifier Contract Fabrics 1033A
Colando & Assoc. 10-161
Collins & Aikman 10-135
Comforto 1042
Commonwealth Contract Furn. 10-130
Continental Imports 1049A
Contour 1055
Contract Furniture Group 10-100
Conwed-Designscape 1055
Croydon Business Interiors 1038
Curtis Seating 1055
Curvcraft Seating 10-102
Date-write 1055
Designweave 10-148
Dupont Company 1097
Durkan Patterned Carpets 10-146
Egan Visual 1082
Eldon Office Products 10-153
Emeco 1049A
Endura 1055
Epko Ind. 10-155
Erincraft 1049A
Fantoni USA 1049C
Fixtures Furniture 10-160
Flex-Y-Plan Inds., Inc. 10-144
Gilbert Intl. 10-150
G/O 1054
HLF Furn. 10-110
HAG USA. 1052
Hardwood Specialties 1055
Hardwood Visual 1055
Hari 1055
Hayes Mfg. 1081
Hickory Business Furn. 1061
High Point Furn. Ind. 1058
Human Factors Technologies 1049C
Indiana Chair. 1045
Indiana Desk Co. 1045
Interspec 10-114
Invincible Metal FURN. 1049B
J & J Industries 10-164
KD Context 1055
Kaleidoscope Intl. Ltd. 10-148
Kinetics 1048
Kron, USA 1090
The Lackawanna Leather Co. 1043A
La-Z-Boy 1050
Laminates Unlimited 10-102
La-Z-Boy Chair Co. 1050
Lear Siegler, Inc. 1084
Loewenstein/Oggo 1098
MDC Wallcoverings 10-155
Magnuson Group 1054
Martin Design Intl. 10-112
Meridian Inc. 10-161
Monsanto 10-156
Mueller Furn. 1080
Nevins World Wide 10-161
Niedermaier 10-128
Novikoff 10-116
Office Specialties 1049C
O'Sullivan Ind. 1043
PCI/Tandem 10-102
Pacific Design 1049C
Packard Industries 10-106
Panel Concepts 10-111
Peter Pepper Products 1094
Precision Mfg., Inc. 10-118
Princeton 10-107

**Denotes Chicago Design Sources member*

PULL-OUT FLOOR GUIDE

Quaker Furniture....1061
Quartet....1043
Radix Corp....10-150
R-Way....10-133
Reff....1000
RoseJohnson....10-167
SPI....1049C
Sainberg....10-102
Samsonite....1044
Sedus....10-110
Smith Metal Arts....10-161
Smith Systems Furniture....1043
Spec'Built Corp....1035
Status Seating....10-102
Steelcase....1032
Steil/AWS, Inc....1040
Superior Chaircraft....1045
Thortel Fireproof Fabrics....10-114
Tibbet....10-109
Trendway Corp....1086
Tuohy Furniture....1057
Tuftext Carpet Mills....1048
Ulett & Assoc....1058
Ulster Carpet Mills....10-150
Visual Effects....1049A
Vogel/Samsonite....1044
Westnofa USA....10-100
Wharton Co....1049A
Whitehall Furn....1043
White Office Systems....1055
Wood Design Office Furn....1039
Worden Co....1049A
Barry Wright Corp....10-115
Wright Line....10-115
Xception....1093

11 FLOOR

Adden Furniture....11-112
Allsteel....1177
The Alma Companies....1140
American Business Interiors....1190
American of Martinsville....1132
Amtab....1149
Benedetti Corporation....1166
Berco....11-122
Bertolini Seating....11-122
Bulwork....11-122
Claude Bunyard....1149
CHF....11-111
Carolina Seating....11-124
Chairmasters....11-122
Charlotte Chair....1149
Chromcraft....1146-2
Continental Creative Sales....11-122
Contract Furnishings Council....1190
CorryHiebert....1120
Croydon....1149
Davis Furniture....11-116A
Design Tex Fabrics....1175
Design Trac....1149
Domore....1194
Empire State Chair....1149
Eurotex....11-121
Executive Furniture....1198
Factory Agencies....11-122
Falcon Products....1191
Gar Products....11-122
Gasser Chair....1149
The Gunlocke Company....11-114
H.D. Associates....11-112A
Harter Corporation....1129
The HON Company....1120
Howe Furniture....1158
Hunt Country Furniture....1149
IBD....1155
Infanti....11-122
JG Furniture....11-118
Johnson Industries....1149
King Arthur Tables....11-112
Knoll International....1111
Krueger, Inc....1184
Krueger International....1150
L&B Products....1149
Lunstead Products....11-112
Charles McMurray Designs....1123A
Metropolitan Furniture....11-100
Millstone....1149
Monarch Furniture....1146-1
Myrtle Desk....1162
Nemschoff Chairs....1193
Nucraft Furniture....11-115A
Ben Rose....11-123
S/W Textiles....11-111
Sellers & Josephson Wallcovering....11-111
Steelcase, Inc....1118
Styline....1149
Thayer Coggin....1173
Thomasville Contract....1135
Uniroyal....11-111
Vecta Contract....1168
Vicrtex....1189
Shelby Williams Inds....11-111
R. Winter Associates....1149
The Wool Bureau....11-113A

12 FLOOR

*Al Brandwein & Assoc....1263
*Area International....12-100
*Beegun Wallpaper Galleries....1285
Simon Bigart....1253
China Seas, Inc....1210
*Clarence House Imports, Ltd....1254
*Colie & Harris, Inc....1224
*Cyrna International....12-101
*DuraLee Fabrics, Ltd....1228
*Ello Furniture Mfg. Co....12-105
First Editions....1253
Frederick Cooper Lamps Company, Inc....1214
Groundworks, a division of Lee Jofa....1270
*Gutheim & Assoc....1277
*Hastings Tile & II Bagno Collection 1296
*The House of Ivory....1283
Ibis....12-131
J.M. Lynne Co....1281
*Keller Corporation....1230
Kisabeth....1268
***Koch & Lowy....1245**
*Lang Levin Studios....1273
Lee Jofa....1270
*Levolor Lorentzen....1282
Lightolier, Inc....1266
Mario Industries, Inc....1288
Matteo Grassi, Through The Keller Collection....1230
*Mike Bell Imports, Inc....12-110
*Melvin Wolf & Assoc....1210
Nessen Lamps, Inc....1224A
New York Graphic Society....1256
OFS, Office Furniture Systems....1224
*Patterson, Flynn & Martin, Inc....1226
Paul Hanson Company....1256
*Pouliot Designs Corp....1272
*Robert Abbey Lamps....1274
*Romweber Furniture Co....1275
*Rozmallin....1253
St. Timothy Chair....1240
Sligh Furniture Company....1264
Teddy & Arthur Edelman....12-116
*Tri-Par....1220
*Trouvailles....1221
Westgate Fabrics....12-131

13 FLOOR

Aladdin Mills....13-186
Allied Corporation....13-144
*Amaru Tile International, Inc....1306
*Arnold & Lacey, Inc....1368
Azrock Floor Products....13-114
Azrock Inc., Pegulan Div....13-116
BASF Fibers....13-139
Belgotex Carpet Co., Inc....13-167
Benchmark Showcase....1301
Burlington Ind....1314-2
Cameo Curtains/CHF Ind....1352
Carson Pirie Scott....13-127
*Chicago Tile Institute....1311
Congoleum Corp....13-100
DuPont....13-184
*Florida Flooring Co....1384
Forms & Surfaces, Inc....1377
General Felt Industries....13-148
*Jorian Rug Co....1378
*Kohler Company....1300
Mannington Resilient Floors....13-141
*Mid America Tile Dist., Inc....1370
Porter Carpet Mills....13-173
Ray-Shel Enterprises....1370-1
*St. Charles Mfg....1375
Shelby Williams Ind....1348
Simmons U.S.A....1342
***Summitville Tiles, Inc....1380**
Tarkett, Inc....13-119
Wellco Carpet....13-141
Whitecrest Carpet Mills, inc....13-170

16 FLOOR

Baumgarten-Samuel Sales....1661
*Betty M....1684
*B.L. Wayne Corp. of Chicago....1626
*Brown Jordan....1664
Chaircraft....1619A
Clark Casual....1645
*Crane Wallcovering, Inc....1632
Davis Cabinet....16-100
*Design Galleries, Inc....1629
*Design Institute America....1677
EMU/USA, Inc....16-106
Gold Medal, Inc....1696
Hekman Furniture/North Hickory Furniture....1654
Hemisphere, Ltd....1661
*Hickory Mfg. Co....1620
*Highland House of Hickory, Inc. 1616
*Jeffery Scott, Ltd....1635
*J.H. Petr Art Gallery....1683
*Karl Mann Chicago, Inc....1611
*Mallin Co....1674
*Mandel & Co....1600
*Max Futorian & Assoc....1680
*Ray Milliman, Inc....1617
*Modular Concepts....1638
*Vincent Morreale & Assoc....1638
Pacific Rattan Products....1674
Pompeii Fine Casual Furniture....1671
*Southwood Contract....1650
*Suncast....1656
*Taslitz International, Ltd....1698
Tri-Mark Tulip....1600
Typhoon International Corp....1689
WW Graphics....1680

17 FLOOR

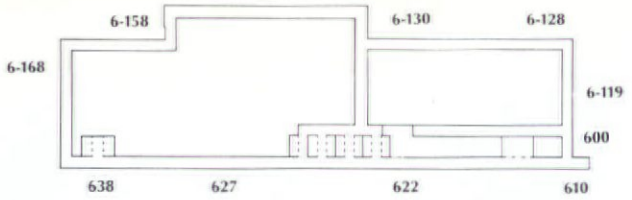
***Berne Furniture....1721**
California Umbrella....17-103
*Casa Stradivari....1770
D&D Associates....17-107
*Design Atelier....1771
*Directional....1720
*Entourage....1770
Grosfillex....1754
Harden Furniture....1750
Hickory Chair....1718
*Holly Hunt Ltd....1728
Homecrest Industries....1757
*Charles Jacobsen....1709
*Lane Group....1718
*Dick Kimoto Sales....1744
*Lubke....1771
*Karl Mann Chicago....1711
Mohasco Upholstered Furniture....1777
*Nicholas-Michael Carpets & Rugs 1737
*Origin Collection....1728
*A. Rudin Designs....1770
C. Spielman....1753
*Karl Springer....1728
*Bruce H. Stender, Ltd....17-104
Telescope Casual Furniture....1776
Terra Furniture....17-107
Triconfort....1756
Tropitone Furniture....1780
Whitecraft International....1781
Woodard....1766

18 FLOOR

Alexander Smith/Mohasco....1819
BASF Fibers....1882
BMK Ltd....1840A
Barrett Carpet Mills, Inc....1881
Bigelow-Sanford Inc....1865
Bremmoth Carpets....1832
Brintons Carpets U.S.A., Ltd....1829
Burlington Ind. Carpet Group....1814
C.H. Masland & Sons....1878
Carousel Carpet Mills....1832
Charleston Carpets....1868C
Couristan, Inc....1880
Customweave Carpets, Inc....1821
E&B Carpet Mills/Armstrong World....1870A
Mohasco....1819
Galaxy Carpet Mills....1818
Grifftex Commercial Carpets....1871
Gulistan....1866
Bigelow/Heuga U.S.A....1868A
Horizon Industries, Inc....1869-1
J.P. Stevens & Co., Inc....1866
Karastan/Bigelow....1873
Lees Carpet/Burlington Ind....1814
Midwestern Relay Co....1849P
Milliken Carpets....1825-2
Mohasco Corp....1819
Mohawk Carpet....1819
Orian Rugs, Inc....1817A
Patcraft Mills, Inc....1870
Philadelphia Carpet Co....1800
Salem Carpet Mills, Inc....1858
Shaw Industries....1800
Stratton Industries, Inc....1847
West Point Pepperell, Inc....1871
Wool Merchants International....1822A
World Carpets, Inc....1822
Wunda Weve Carpet/Dan River....1840

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Numbers shown for orientation only



New contract fabrics sizzle with color

Scalamandre



***Scalamandre, Space 627—**
Grenadine Collection.
Circle No. 268.



Bitter

*Robert Allen Fabrics 6-144
*Baker, Knapp & Tubbs 6-187
Gretchen Bellinger 6-118A
*Bertil Thurne 6-118
***Brunschwig & Fils 6-121**
*Jack Denst Designs 6-117
Donghia 600
*Erwin Lambeth 6-130
*Ficks Reed 631
Edward Fields 635
Greeff Fabrics 6-125
***S.M. Hexter 6-136**
Interior Crafts 614
*Interna Designs 6-168
*The Kittinger Co. 6-158
Boris Kroll Fabrics 626
Jack Lenor Larsen 638
*Oriental Rugs Int'l 6-140
*Rubee Furniture 6-187
Scalamandre 627
***F. Schumacher & Co. 6-133**
*Stark Carpet 6-102
*Stroheim & Romann 6-148
***Thybony Wallcoverings 6-134**
*Albert Van Luit & Co. 6-135
*Watson Smith/V'Soske 6-127

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FLOOR

Donghia Furniture and Textiles, Space 600—Chicago chair. **Circle No. 267.**

***Stroheim & Romann, Space 6-148**—Rowland fabric collection. **Circle No. 263.**

***Gretchen Bellinger, Space 6118A**—Topridge jacquard fabric. **Circle No. 262.**

Stark Carpet Corp., Space 6-102—Morges loop carpet. **Circle No. 269.**

Kirk-Brummel Associates, Space 629—Davos, Princeton, and Choate fabrics. **Circle No. 264.**

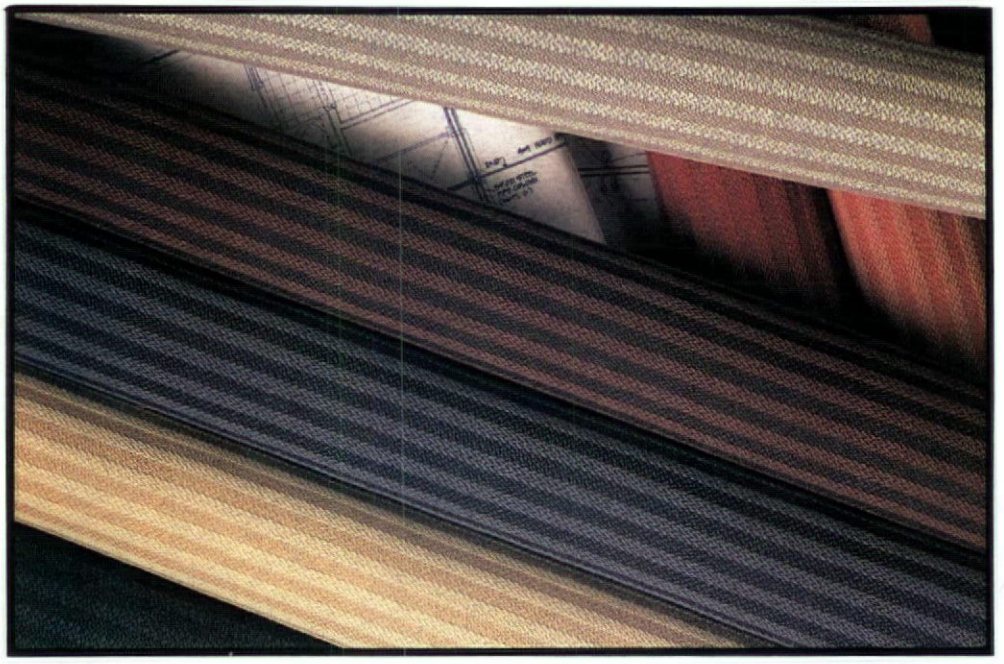
***Ficks Reed Company, Space 631**—Wicker bar stools. **Circle No. 271.**

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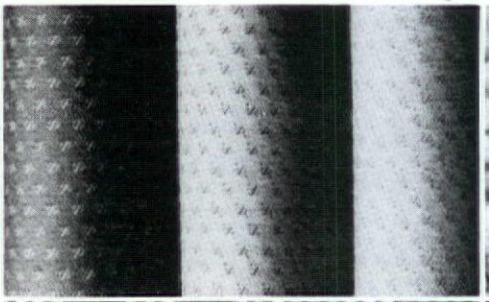


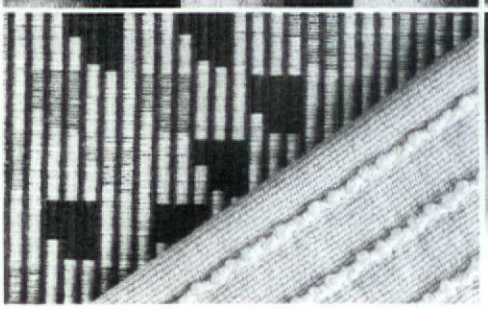
Donghia

Stroheim & Romann



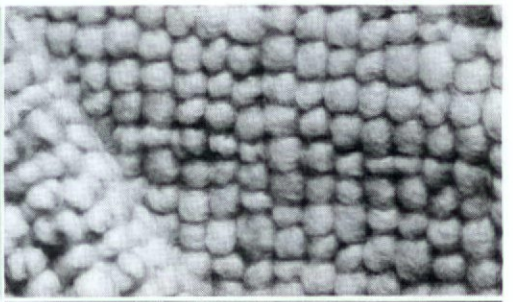
Gretchen Bellinger





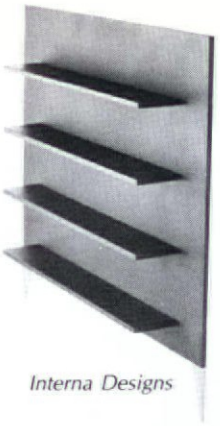
Kirk-Brummel

Stark Carpet





Ficks Reed

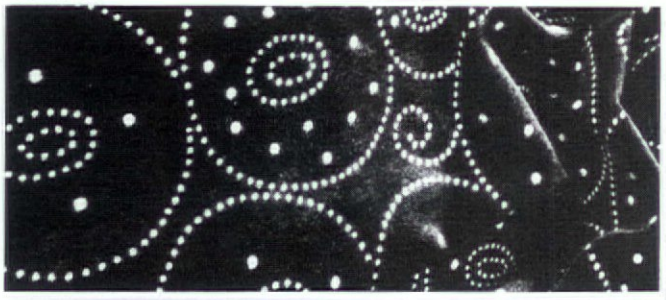


Interna Designs

Brunschwig & Fils

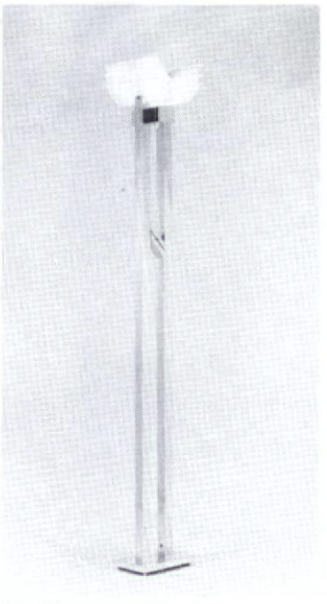


Andre Bon





Jack Lenor Larsen



Casella

Interna Designs, Ltd., Space 6-168—Philippe Starck Howard bookcase for Driade. **Circle No. 272.**

***Brunschwig & Fils, Space 6-121**—Lyra Wool Texture fabric. **Circle No. 266.**



Peardon Mongiello

Andre Bon, through Nicholas Karas, Space 6-113—Velours Orient. **Circle No. 265.**

Casella Lighting, through Accessory Source/Kittinger, Space 6-158—C-1888 torchiere floor lamp. **Circle No. 261.**

Jack Lenor Larsen, Space 638—Arena Table. **Circle No. 270.**

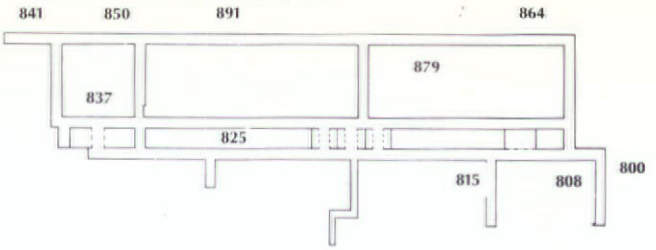


Jereb Reichert Karanauskas

FLOOR



Numbers shown are for orientation only.



The office is updated

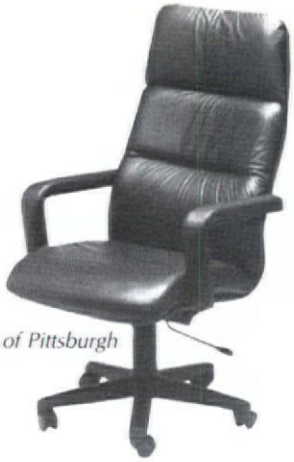
Rosemount Office Systems

Rosemount Office Systems, Space 839—Spacefinder systems furniture.
Circle No. 399.

Haskell of Pittsburgh, Space 810—Canterbury Seating.
Circle No. 391.

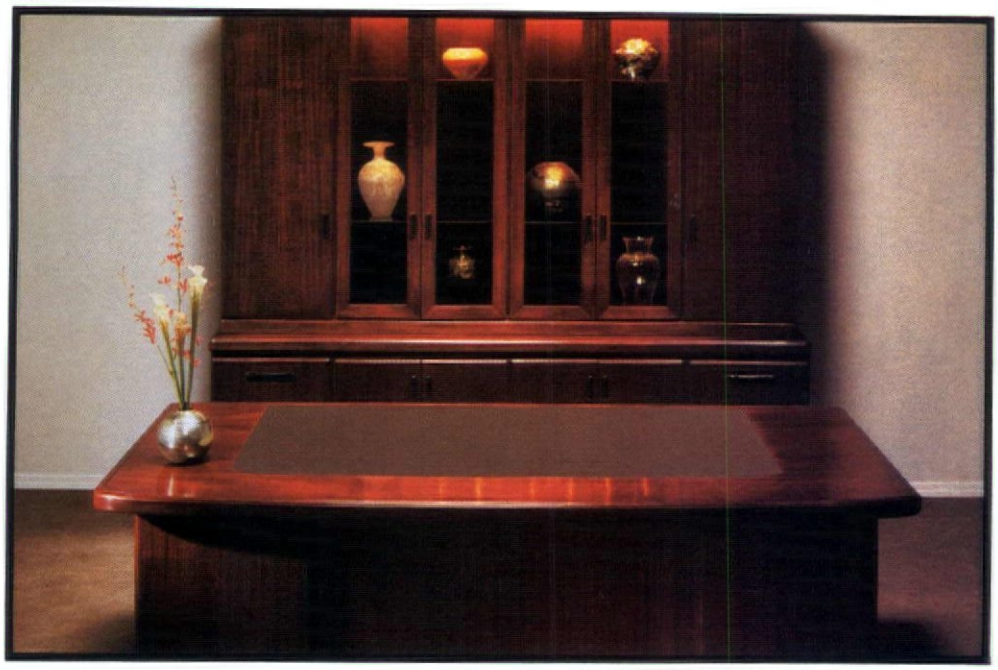


Acoustical Screens Corp. 850
Add Interior Systems 885D
Alex Stuart Design 853
Ambiant Systems, Ltd. 861
Ametex Contract Fabrics, Inc. 891
Amstore 864
Arc-Com Fabrics 888
Artec, Div., Kimball International 825
Artemide 808
Aurora Steel 804
Bernhardt Contract 840
Bradford Systems Corp. 804
Carnegie Fabrics, Inc. 851
Jack Cartwright, Inc. 852
Charlotte Co. 866
Chicago Showroom Corp. 841
Cole Business Systems 815
Coral of Chicago 800
Cumberland Furniture Corp. 862
David Edward 885D
Dependable Furniture Mfg. Co. 865
Domus Italia 841
Drucilla Handy Co. 813
Dunbar Furniture Corp. 837
Executive Office Concepts 874
Formica Corporation 802
Frankel Associates 878
Gerard Metal 804
Girsberger Industries, Inc. 845
Glassform Industries 819A
Grimes Design 857
Hamilton Sorter 805
Haskell of Pittsburgh 810
Haworth 830
IPI, Innovative Products for Interiors 841
Inotec Systems 810
Interact/Acoustical Screens 850
Interface Flooring Systems 848
Jofco 843
Joyce Int'l. 815-1
KCR Fabrics 867
Kimball Office Furniture Co. 825
Krug Furniture 846-1
Lehigh-Leopold Furniture 815-1
Lista Int'l. 857
Maharam Fabric Corp. 883
Metcor Mfg. Co. 834A
Modern Mode 885
Thomas Moser 865
Pace Collection 860
Palazzetti 841
Rosemount Office Systems 839
Scope Furniture Ltd. 879
Shaw-Walker 868
Smokador 893
Spacesaver/Bradford Systems Corp. 804
Standard Desk 815
Stratford Hall 885D
Taylor Chair 855
Techniques in Wood 874C
Teknion 885D
Tuohy Furniture Corp. 880
Unitor, Inc. 874D
United Chair Co. 877
Weather Tamer, Inc. 821A
Zographos 885D

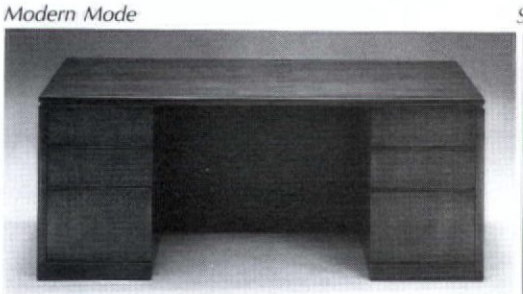


Haskell of Pittsburgh

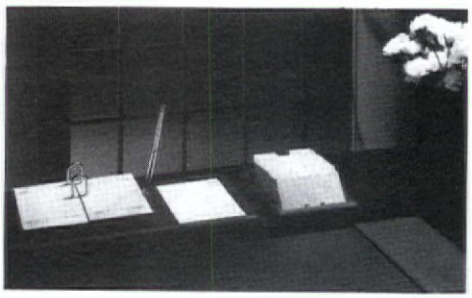
Kimball

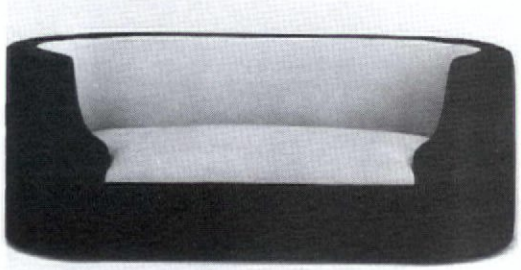


Modern Mode



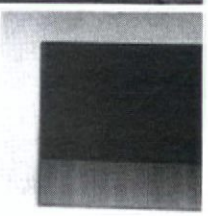
Smokador





Palazzetti





Unitor

Kimball Office Furniture, Space 825—Laureate executive double pedestal desk.
Circle No. 396.



Blackwell *Thyen*

Modern Mode, Space 885—Cove Casegoods.
Circle No. 397.



Ratto *Runckel* *Halsey*

Smokador, Space 893—Executive leather and mahogany desk accessories.
Circle No. 401.

Palazzetti, Space 841—Pierre Chareau Couch.
Circle No. 398.

Unifor, Space 874D—Master wood furniture.
Circle No. 406.



Priori

FLOOR



Executive Office Concepts

Executive Office Concepts, Space 874—1820 Series Sofa Collection.
Circle No. 385.

Haworth, Space 830—Architectural Elements.
Circle No. 392.



Printz Johanneson Haworth

Formica, Space 802—American Granite, one of four patterns introduced to laminate lines. **Circle No. 386.**

Arc-Com Fabrics, Space 888—Geosystem 2 Collection.
Circle No. 378.



Layne

Spacesaver/Bradford Systems Corp., Space 804—High density mobile storage system.
Circle No. 402.



Bradford Charvat Higgins

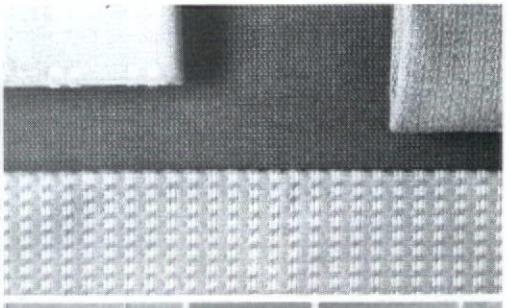
Haworth



Formica



Arc-Com





Spacesaver/Bradford Systems Corp.



Amstore



Dependable Furniture

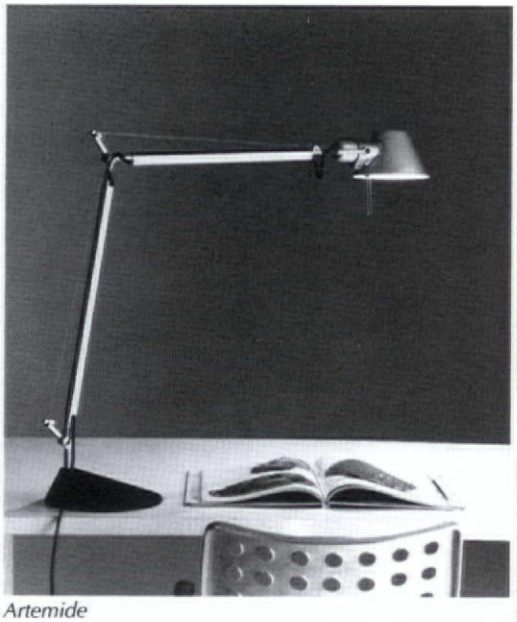
Frankel Associates



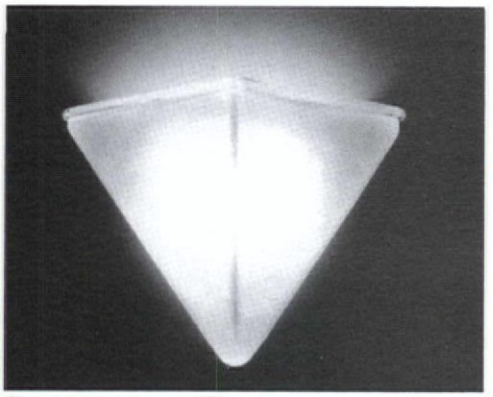
Ametex



IPI



Artemide





Carnegie Fabrics

Amstore, Space 864—T-Maxx work surfaces, storage units, and related hardware. **Circle No. 377.**

Dependable Furniture, Space 865—Seating series designed by Michael Griss. **Circle No. 383.**

Frankel Associates, Space 878—PDR IV Health Care Fabrics. **Circle No. 387.**

Ametex, Space 891—Bahia cotton vat fabric. **Circle No. 376.**



Baron

Artemide, Space 808—Tolomeo task lamp. **Circle No. 379.**



Buratto *Gismondi*

IPI, Innovative Products for Interiors, Space 841—Volo wall lighting. **Circle No. 394.**

Carnegie Fabrics, Space 851—Carmen and Claire wallcovering and drapery fabrics. **Circle No. 380.**

FLOOR



Add Interior Systems

Add Interior Systems, Space 885-D—Rose Chair. **Circle No. 374.**

Cumberland, Space 862—Trio Conference Table. **Circle No. 382.**



I. Rosen Vitagliano J. Rosen

Coral of Chicago, Space 800—Wool Jacquards Upholstery Collection. **Circle No. 381.**



Cooper Rice Lieberman

Alex Stuart Design, Space 853—Bedford Office Furnishings. **Circle No. 375.**



Harrington Farley McCampbell

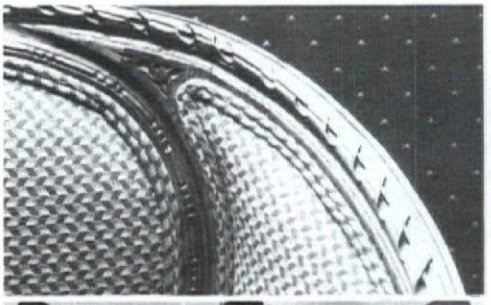
Interact/Acoustical Screens, Space 850—Cluster Workstation. **Circle No. 393.**

Stratford Hall, Space 885D—Piccadilly worsted wool fabric. **Circle No. 403.**

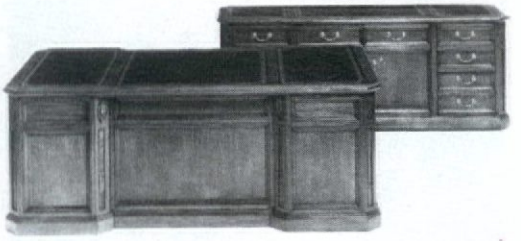
Cumberland

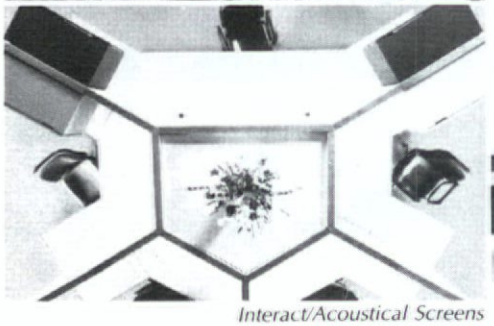


Coral of Chicago

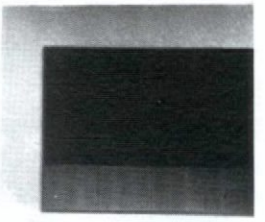


Alex Stuart Design



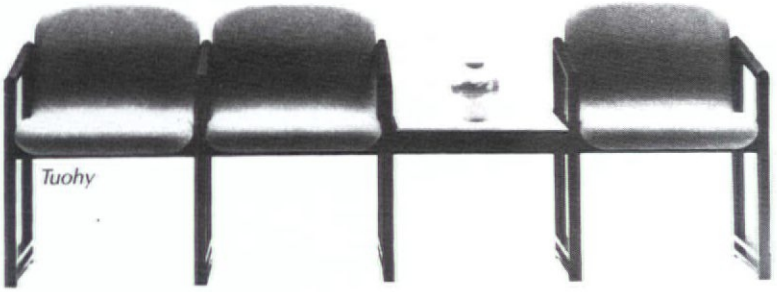






Interact/Acoustical Screens

Stratford Hall

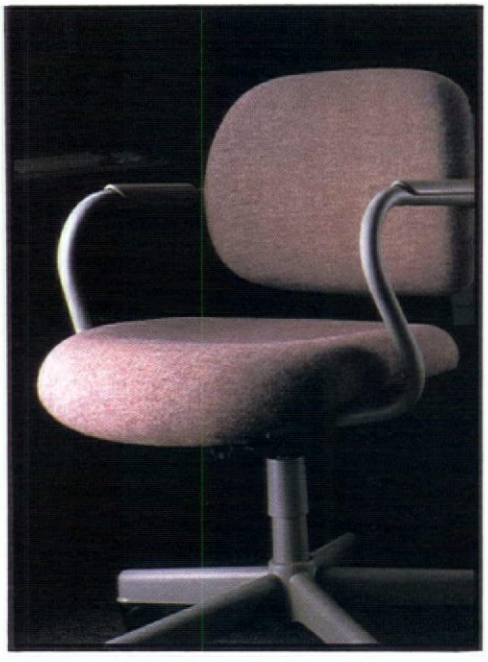


Tuohy

Girsberger

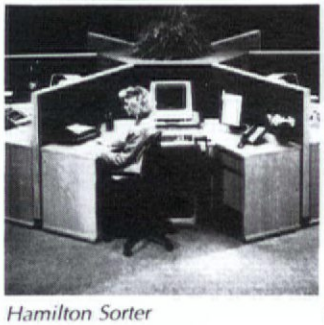


Shaw-Walker



Krug





Hamilton Sorter



Techniques in Wood

Tuohy, Space 880—Cedilla wood seating system. **Circle No. 405.**

Girsberger, Space 845—Trilax Chair. **Circle No. 388.**

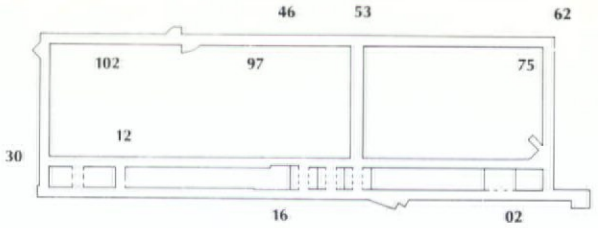
Shaw-Walker, Space 868—Volante Seating Line. **Circle No. 400.**

Krug Furniture, Space 846—Consul Seating Series. **Circle No. 395.**

Hamilton Sorter Co., Inc. Space 805—Biotec Cluster-Core. **Circle No. 390.**

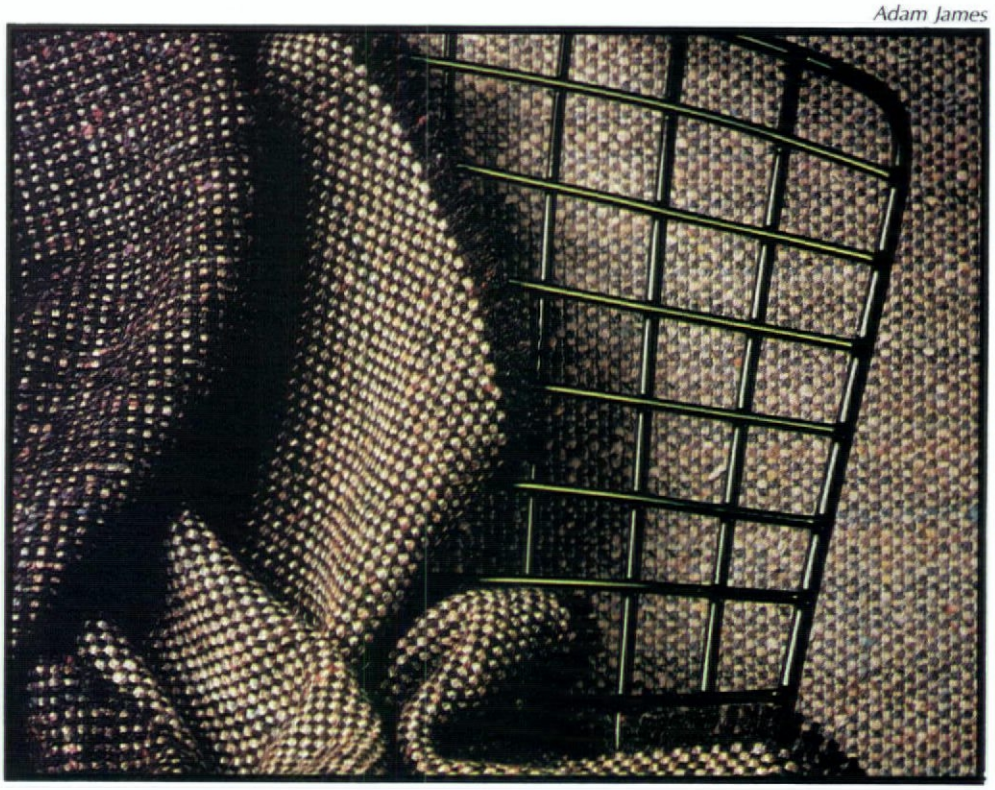
Techniques in Wood, Space 874C—Northrup Group wood panel system. **Circle No. 404.**

Numbers shown for orientation only



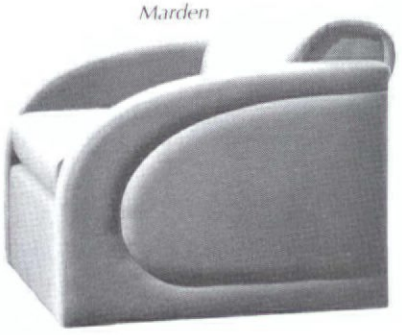
New lines shine on nine

Adam James



AGI Ind. **968**
Adam James Textiles/J.M. Lynne **9-120**
American Seating Company **964**
Arconas Corp. 903
Atelier Intl., Ltd. **9-100**
Baker, Knapp & Tubbs 917
BIFMA 922A
Biltrite Nightingale **970**
The Boling Co. **930**
Boris Kroll Fabrics 918A
Brayton Intl. **938-940**
Brickel Assoc. 953
Brueton Inds. **946**
Charvoz-Carsen 950
Condi Div. Pacific Furniture 995
Cramer Inc. 9-102
Dar-Ran Furn. **902**
Edward A. Roffman Assoc. 958
Furniture Marketing Assoc. 970
GF Furniture Systems **916**
Giani 976
Gregson Furn. Ind. **997**
Hardwood House **993**
Helikon Furniture 960-963
Herman Miller **920**
Hesco Ind. 968
iil Inc. 934
ICF 945
Intrex 903
Inwood Office Prods. 976
J.M. Lynne Co. **9-120**
Madison Furniture Inds. **929-1**
Marden Mfg. 936
Patrician Furniture **902**
Rudd Intl. 9-113
Scandiline Ind. ..... **9-108 & 9-112**
Schafer Bros. 976
Shelby Williams Systems/Madison **929-1**
Smith Metal Arts 915A
Spinneybeck Ent. 910A
Stendig Intl. 950
Storwal Intl. 901
Structural Concepts 900
SunarHauserman 985-988
Supreme Equip. & Systems 967
TAB Products **900**
Virco **932**
Vitra **950**
Westinghouse Furniture Systems **906**

Marden



ill international



Adam James Textiles, Space 9120—Pastoral Collection. **Circle No. 345.**

Marden, Space 936—Lounge chair. **Circle No. 363.**

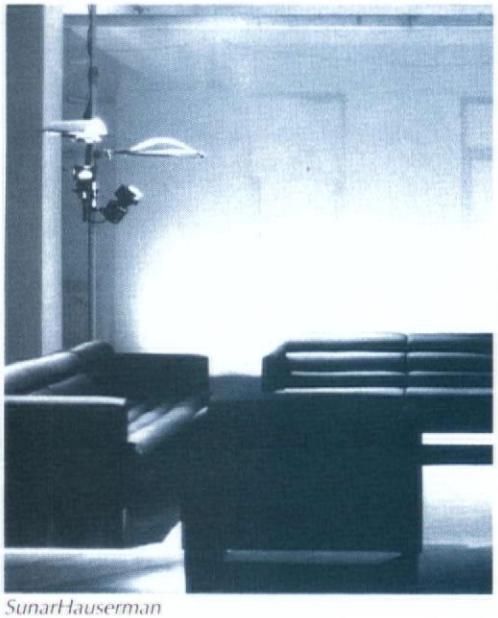
ill International, Space 934—Selected Editions. **Circle No. 362.**

GF Furniture Systems, Space 916—Stratum Desk. **Circle No. 358.**

SunarHauserman, Space 985-988—Kleinschmidt Lounge Seating. **Circle No. 370.**



GF



SunarHauserman

FLOOR


Brickel

Brickel Associates, Space 953—Bankers Series. **Circle No. 353.**


S. Brickel Baldwin

Condi, division of Pacific Furniture Mfg. Co., Space 995—The Richmond Series. **Circle No. 355.**


Aubé

Smith Metal Arts, Space 915A—Radius Two Marble Ashtrays. **Circle No. 366.**


Sklaroff

Virco, Space 932—Execuline Series. **Circle No. 371.**

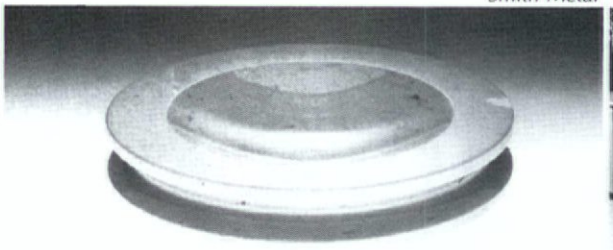
Helikon, Space 960-963—Mantel Series. **Circle No. 361.**


W. Seeman Darling

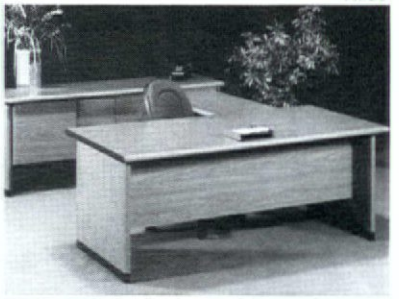
Condi

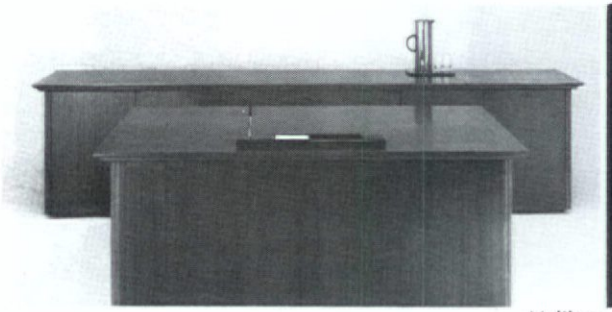


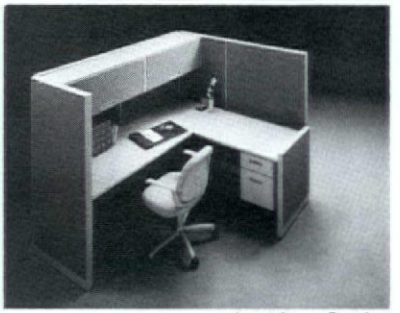
Smith Metal

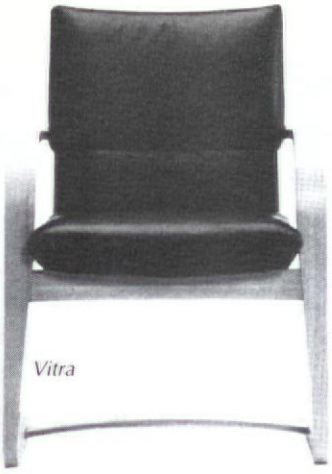


Virco




Helikon


American Seating



Vitra

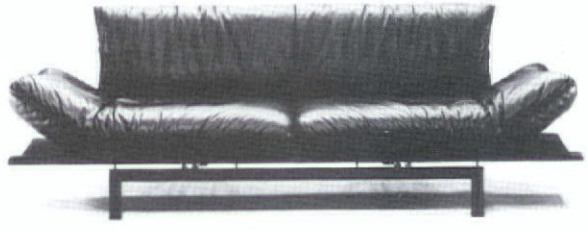
Brayton

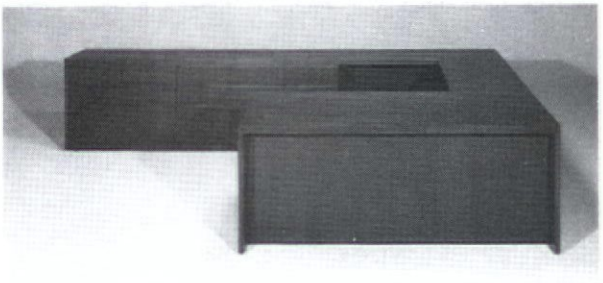


Stendig



Westinghouse





Scandiline

American Seating, Space 964—System R. **Circle No. 346.**



Clark Benedict Wilfore

Vitra Seating, division of Stendig International, Space 950—Figura by Mario Bellini. **Circle No. 368.**

Brayton Textile Collection, Space 938-940—Flagstone. **Circle No. 352.**



P. Brayton

Westinghouse Furniture Systems, Space 906—Soma Seating Line. **Circle No. 372.**



Nagel Sanford

Stendig International, Space 950—Mirabile Couch. **Circle No. 367.**

Scandiline, Space 9-108 & 9-112—Prairie Desk Collection. **Circle No. 365.**

FLOOR

Edward Axel Roffman Associates, Space 958—25 Series Occasional Tables.
Circle No. 357.



E.A. Roffman

Hardwood House, Space 993—Hannover guest chair.
Circle No. 360.



Shambo *Meier*

Rudd International, Space 9113—"9 Chair."
Circle No. 364.

Atelier International, Space 9100—Uni/Duo Barstool.
Circle No. 347.



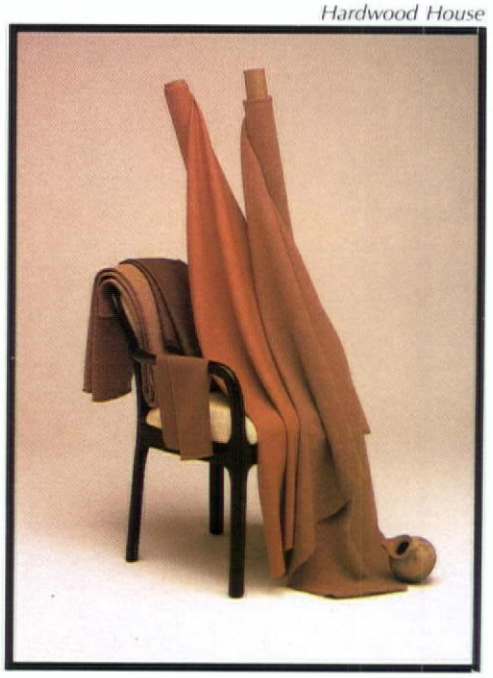
Kiviat

The Boling Company, Space 930—Chair #8003.
Circle No. 349.

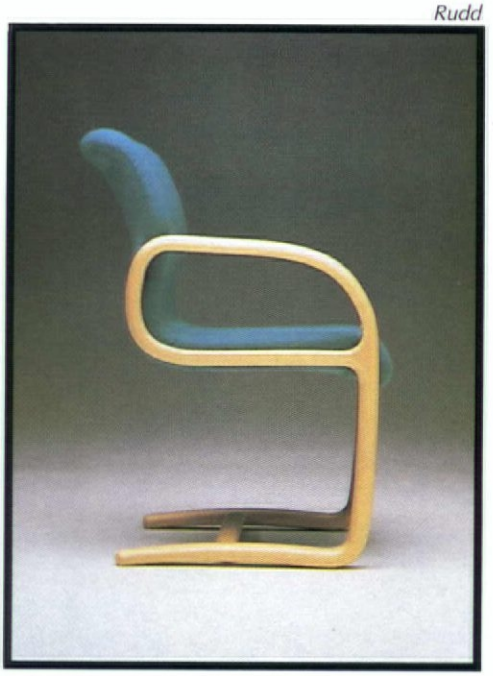


Roffman

Hardwood House



Rudd





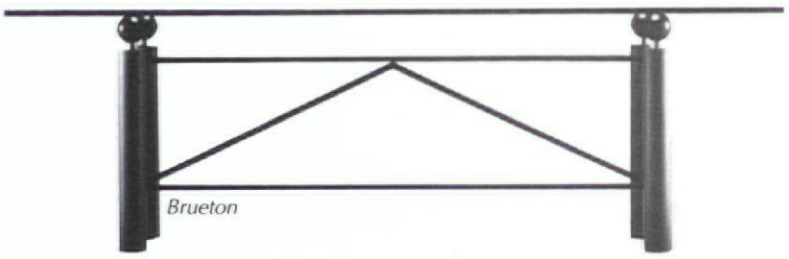
Atelier



Boling

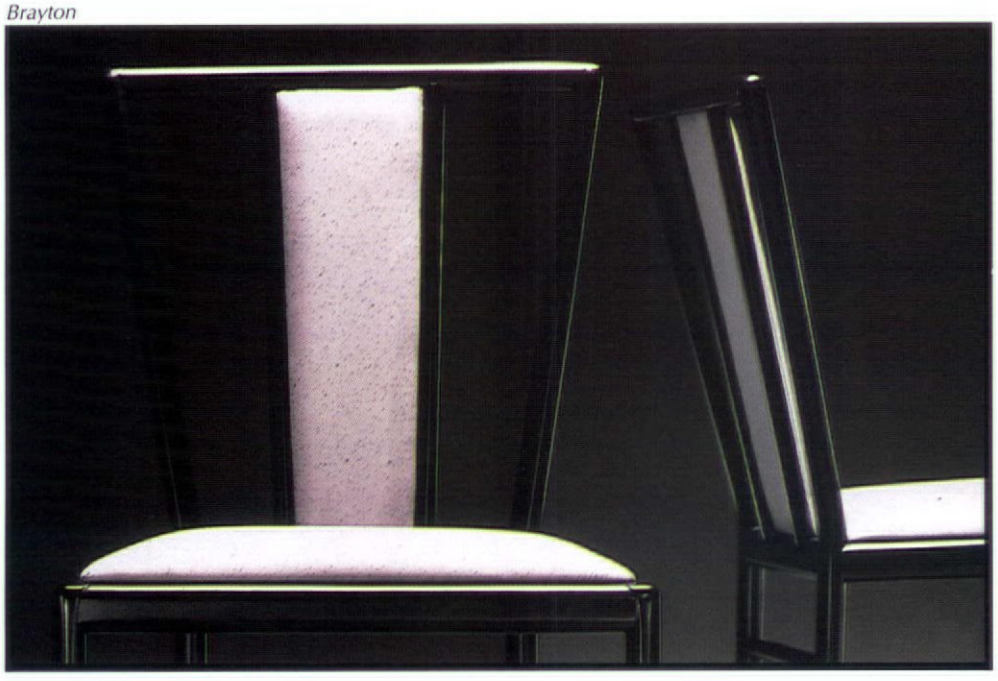


Baker

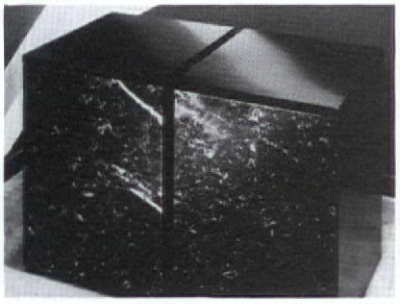


Brueton

Brayton

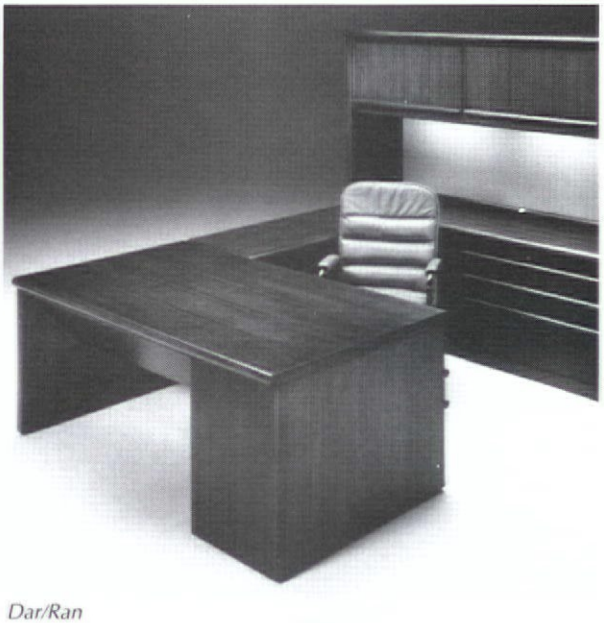


Storwal





BNI



Dar/Ran

Baker Executive Office, Space 917—Pierre Paulin Chair. **Circle No. 348.**



Bell Fernbacher

Brueton, Space 946—Post and Ball Table, **Circle No. 354.**

Brayton International, Space 938-940—Shogun Chair. **Circle No. 351.**



Paul Brayton

Storwal International, Space 901—Marble Front Pedestals, **Circle No. 369.**

BNI/Biltrite Nightingale Inc., Space 970—Opta-8 furniture. **Circle No. 350.**

Dar/Ran Furniture, Space 902—Aurora Collection. **Circle No. 356.**



Marsh Killian

FLOOR



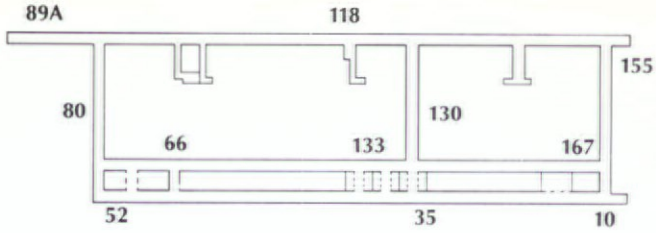
Mueller Furniture Corp., Space 1080—Century/series casegoods. **Circle No. 332.**



Rea

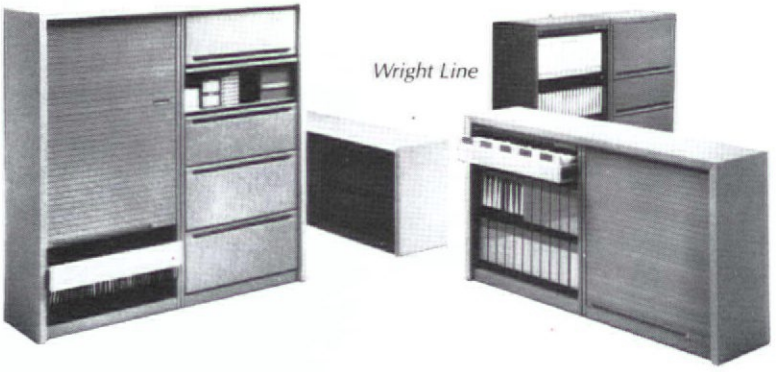
Stow & Davis, Space 1032—New Breton executive seating. **Circle No. 339.**

Numbers shown for orientation only



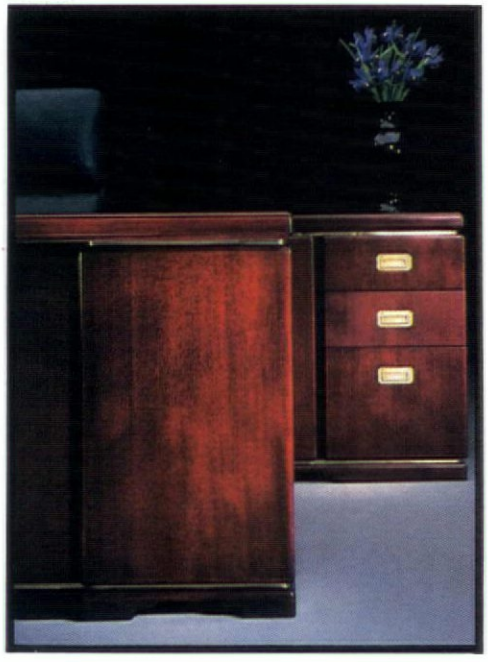
Ergonomic seating dominates introductions

Adanlock Corp. ... 1089A
Add Interior Systems ... 885D
Advance Mfg. ... 1049A
Allyn Bank Equip. ... 1056
Amoco Fabrics & Fibers Co. ... 10-140
Amotek/Lusa ... 1049C
Architex, Inc. ... 1046
Artopex, Inc. ... 1085
Aspects, Inc. ... 1057
August, Inc. ... 10-168
B.F. Goodrich ... 10-155
BPC Ind. ... 1040A
Bassett Furn. ... 10-130
Beelner & Thomas ... 1049A
Borroughs ... 1084
Bright Chair ... 10-107
The Buckstaff Co. ... 10-134
Business Accessories, Inc. ... 1079
Business Environment. ... 1055
Cano ... 1043
Carter Contract ... 1049C
Charvoz-Carsen Corp. ... 10-105
Cohama Specifier Contract Fabrics ... 1033A
Colando & Assoc. ... 10-161
Collins & Aikman ... 10-135
Comforto ... 1042
Commonwealth Contract Furn. ... 10-130
Continental Imports ... 1049A
Contour ... 1055
Contract Furniture Group ... 10-100
Conwed-Designscape ... 1055
Croydon Business Interiors ... 1038
Curtis Seating. ... 1055
Curvcraft Seating ... 10-102
Date-write ... 1055
Designweave ... 10-148
Dupont Company ... 1097
Durkan Patterned Carpets ... 10-146
Egan Visual ... 1082
Eldon Office Products ... 10-153
Emeco ... 1049A
Endura ... 1055
Epko Ind. ... 10-155
Erincraft ... 1049A
Fantoni USA ... 1049C
Fixtures Furniture ... 10-160
Flex-Y-Plan Inds., Inc. ... 10-144
Gilbert Intl. ... 10-153
G/O ... 1054
HLF Furn. ... 10-110
HAG USA ... 1052
Hardwood Specialties ... 1055
Hardwood Visual ... 1055
Hari ... 1055
Hayes Mfg. ... 1081
Hickory Business Furn. ... 1061
High Point Furn. Ind. ... 1058
Human Factors Technologies ... 1049C
Indiana Chair. ... 1045
Indiana Desk Co. ... 1045
Interspec ... 10-114
Invincible Metal Furn. ... 1049B
Inwood Office Prods. ... 976
J & J Industries ... 10-164
KD Context ... 1055
Kaleidoscope Intl. Ltd. ... 10-148
Kinetics ... 1048
Kron, USA ... 1090
The Lackawanna Leather Co. ... 1043A
La-Z-Boy ... 1050
Laminates Unlimited. ... 10-102
La-Z-Boy Chair Co. ... 1050
Lear Siegler, Inc. ... 1084
Loewenstein/Oggo ... 1098
MDC Wallcoverings ... 10-155
Magnuson Group ... 1054
Martin Design Intl. ... 10-112
Meridian Inc. ... 10-161
Monsanto ... 10-156
Mueller Furn. ... 1080
Nevins World Wide ... 10-161
Niedermaier ... 10-128
Novikoff ... 10-116
Office Specialties ... 1049C
O'Sullivan Ind. ... 1043
PCI/Tandem ... 10-102
Pacific Design ... 1049C
Packard Industries ... 10-106
Panel Concepts ... 10-111
Peter Pepper Products ... 1094
Precision Mfg., Inc. ... 10-118
Princeton Upholstery ... 10-107
Quaker Furniture. ... 1061
Quartet ... 1043
Radix Corp. ... 10-150
R-Way ... 10-133
Reff ... 1000
RoseJohnson ... 10-167
SPI ... 1049C
Sainberg ... 10-102
Samsonite ... 1044
Sedus ... 10-110
Smith Metal Arts ... 10-161
Smith Systems Furniture ... 1043
Spec'built Corp. ... 1035
Status Seating ... 10-102
Steelcase ... 1032
Steil, Inc. ... 1040
Superior Chaircraft ... 1045
Thortel Fireproof Fabrics ... 10-114
Tibbet ... 10-109
Trendway Corp. ... 1086
Tuohy Furniture ... 1057
Tuftext Carpet Mills ... 1048
Ulett & Assoc ... 1058
Ulster Carpet Mills ... 10-150
Visual Effects ... 1049A
Vogel/Samsonite ... 1044
Westnofa USA ... 10-100
Whitehall Furn. ... 1043
White Office Systems ... 1055
Wood Design Office Furn. ... 1039
Worden Co. ... 1049A
Barry Wright Corp. ... 10-115
Wright Line ... 10-115
Xception ... 1093

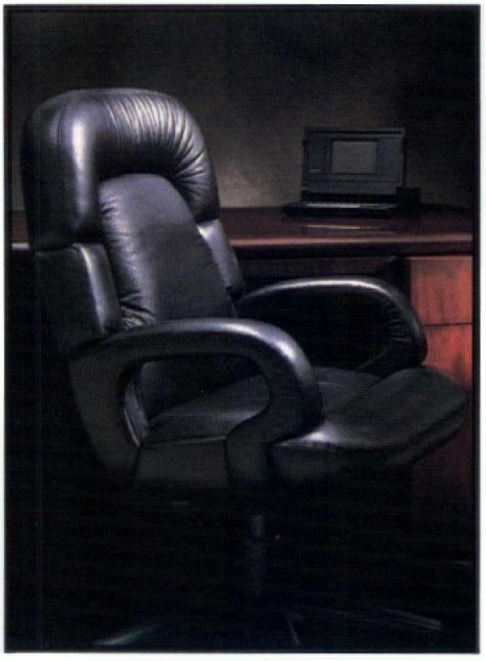


Wright Line

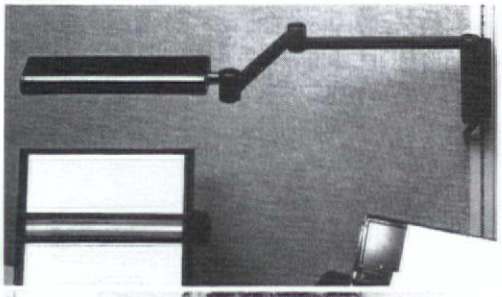
Mueller



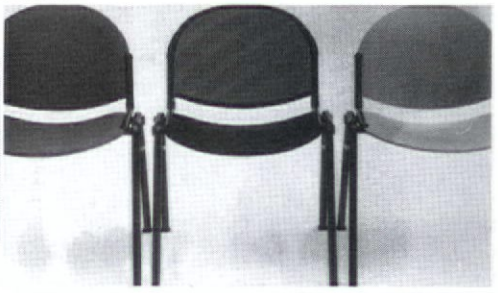
Stow & Davis



Panel Concepts

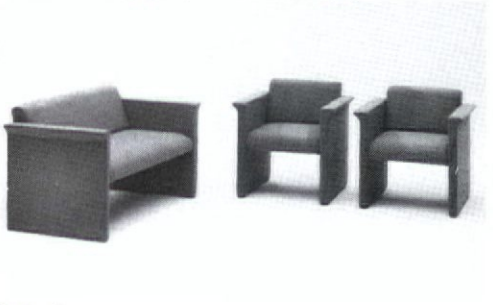


Fixtures





Borroughs



August

Wright Line Inc., Space 10-115—Optimedia R II file system. **Circle No. 343.**

Panel Concepts, Space 10-111—New swing arm task light. **Circle No. 333.**



Anderson Jacobsen

Borroughs Mfg. Corp., Space 1084—Adapta Office System. **Circle No. 313.**



Hurley Sichta

Fixtures Furniture, Space 10-160—Delos office, conference, & lounge seating. **Circle No. 320.**

August, Space 10-168—New Sierra sofa and chair series designed by Judy & Lee Fister. **Circle No. 463.**

FLOOR

Charvoz-Carsen Corp., Space 10-105—Network II seating. **Circle No. 316.**



Bernard

Loewenstein/Oggo, Space 1098—New ergonomic office seating line. **Circle No. 326.**



Loewenstein

Durkan Patterned Carpet, Space 10-146—Panache Collection of European patterned carpets. **Circle No. 416.**

Architectural Wall Systems, Space 1040—Prewired and easily demountable Vertex Walls. **Circle No. 309.**



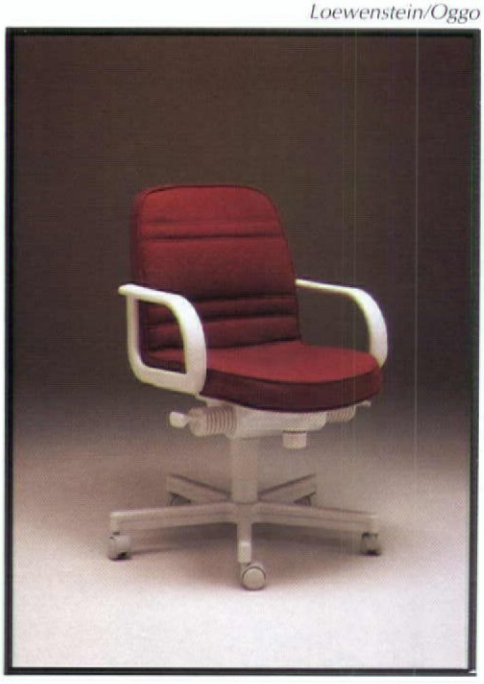
Waltman *Steil* *Nicoloff*

The Buckstaff Co., Space 10-134—Sled-base lounge series. **Circle No. 314.**



Charvoz-Carsen

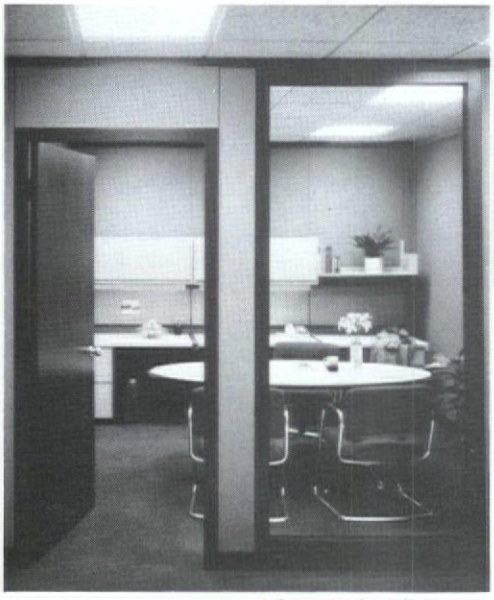
Loewenstein/Oggo



Durkan



Trendway



Architectural Wall Systems





Buckstaff



Kinetics

Steelcase



Kron



Magnuson





Packard

Trendway, Space 1086—Free-standing electronic work surfaces. **Circle No. 340.**



J. Heeringa D. Heeringa

Kinetics, Space 1048—New "Neon" chair by Favaretto & Bisaglia. **Circle No. 450.**



Howard Gilmour

Steelcase, Space 1032—New Sensor office seating line, **Circle No. 338.**



Whitting Cooper

Magnuson Group, Space 1054—Office Rak with hangers, **Circle No. 328.**

Kron U.S.A., Space 1090—Gideon seating group, **Circle No. 325.**

Packard Industries, Space 10-108—Officenter-2000 custom clerical workstation, **Circle No. 331.**

FLOOR



Worden, Space 1049-A—Academy TM chairs. **Circle No. 342.**

Artopex, Space 1085—Love Ergo ergonomic chair. **Circle No. 311.**

Meridian Inc., Space 10-161—Space dividing file cube. **Circle No. 330.**

Spec'built, Space 1035—Custom designed workstations. **Circle No. 337.**

J & J Ind. Inc., Space 10-164—Chromatics II carpet collection. **Circle No. 324.**

White Power Files, Inc., Space 1056—Aisle-Saver power files system. **Circle No. 341.**

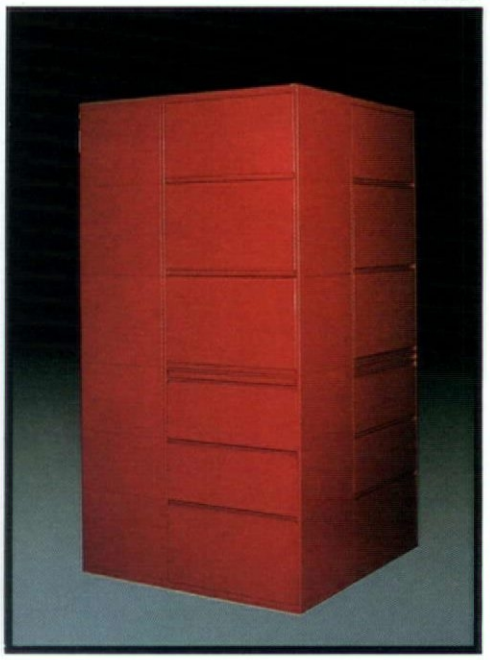


Worden

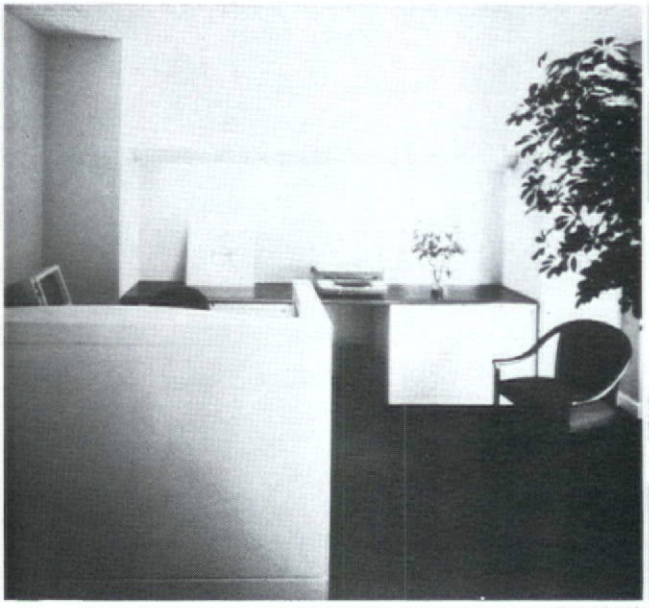
Artopex



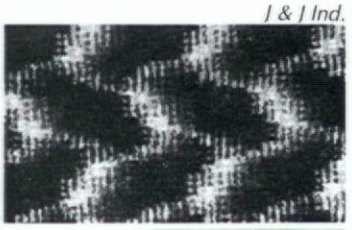
Meridian



J & J Ind.



Spec'built





White



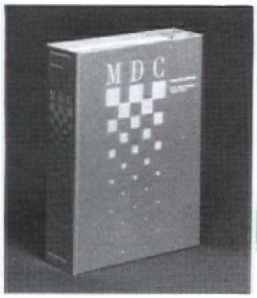
Martin

RoseJohnson



Hari





MDC Wallcoverings



Peter Pepper



Samsonite

Martin Design Intl., Space 10-112—Poli/Poliflex task seating. **Circle No. 329.**

RoseJohnson, Space 10-167—Progressions free-standing casegoods line. **Circle No. 427.**



Jefferies *Bohatch*

Hari Intl., Space 1067-A—New desk. **Circle No. 322.**

MDC Wallcoverings, Space 10-155—Decorative Effects collection, fire rated. **Circle No. 327.**

Peter Pepper Products, Space 1094—New fiberglass planters. **Circle No. 334.**



S. Pepper *P. Pepper*

Samsonite Furniture Co., Space 1044—Eight-chair ergonomic Varix line. **Circle No. 336.**

FLOOR





Gilbert

Gilbert Intl., Space 10-153—Club lounge. **Circle No. 321.**

Precision Mfg. Inc., Space 10-118—Ergodata total environment work system. **Circle No. 335.**



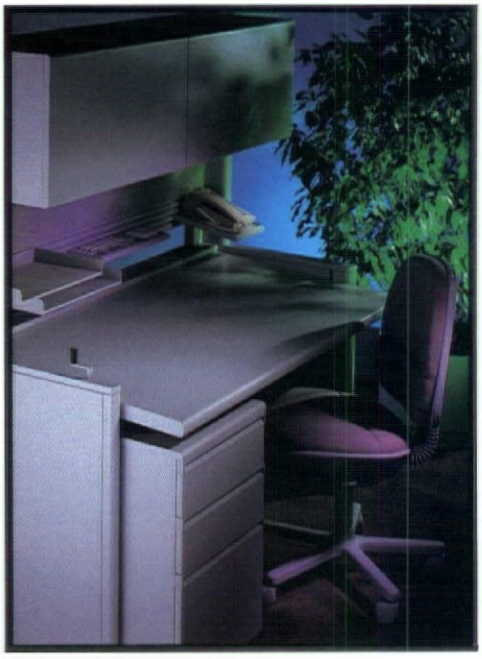
Miller

Douglas Industries, Space 1057—New illusion carpeting. **Circle No. 318.**

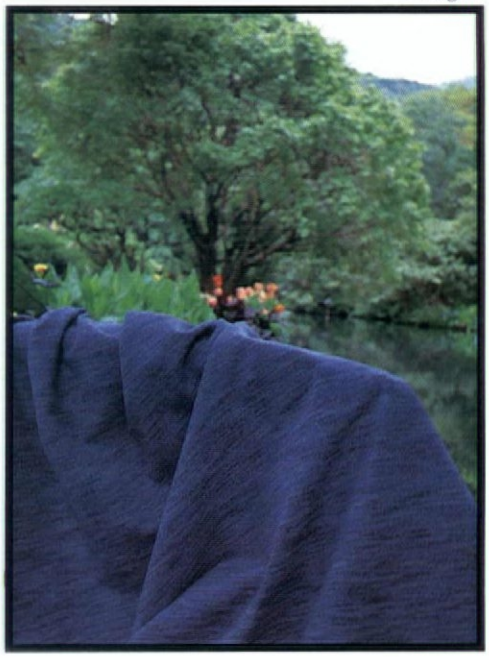
Commonwealth Contract Furn., Space 10-130—Bedford Series seating. **Circle No. 317.**

B.F. Goodrich, Space 10-155—International Collection of fabric wallcoverings. **Circle No. 312.**

Precision



Douglas

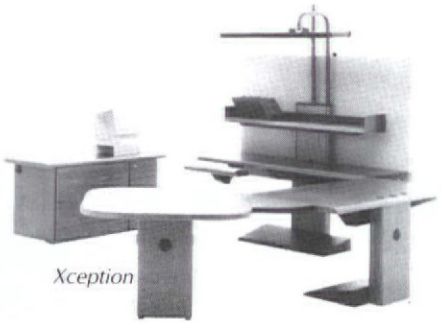




Commonwealth



B.F. Goodrich



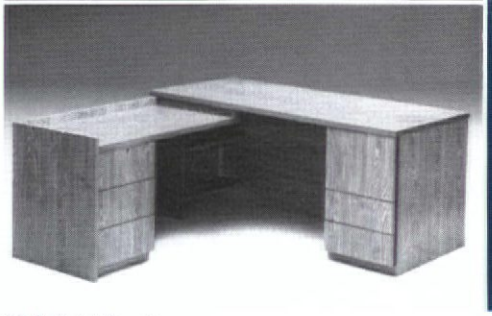
Xception

Architex



Adenlock





High Point Furniture



Collins & Aikman

Xception Design Ltd., Space 1093—Axess line of computer support furniture. **Circle No. 344.**



Phillips

Architex, Space 1046—Mod-acrylic Jacquard designs. **Circle No. 310.**



Kaiser Gordon

Adenlock Office Environments, Space 1089-A—In-office offices. **Circle No. 308.**

High Point Furn. Ind., Space 1058—DWO-4243-5 secretarial "L" combination. **Circle No. 323.**

Collins & Aikman, Space 10-135—New Colonnade carpet line. **Circle No. 315.**

FLOOR

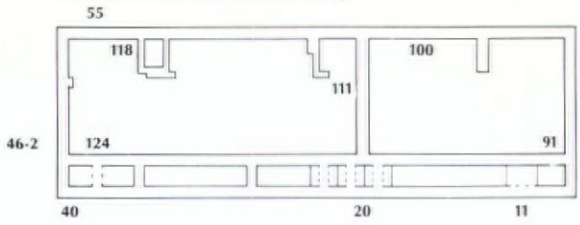


Design Tex Fabrics, Space 1175—Cambridge wool fabric. **Circle No. 304.**



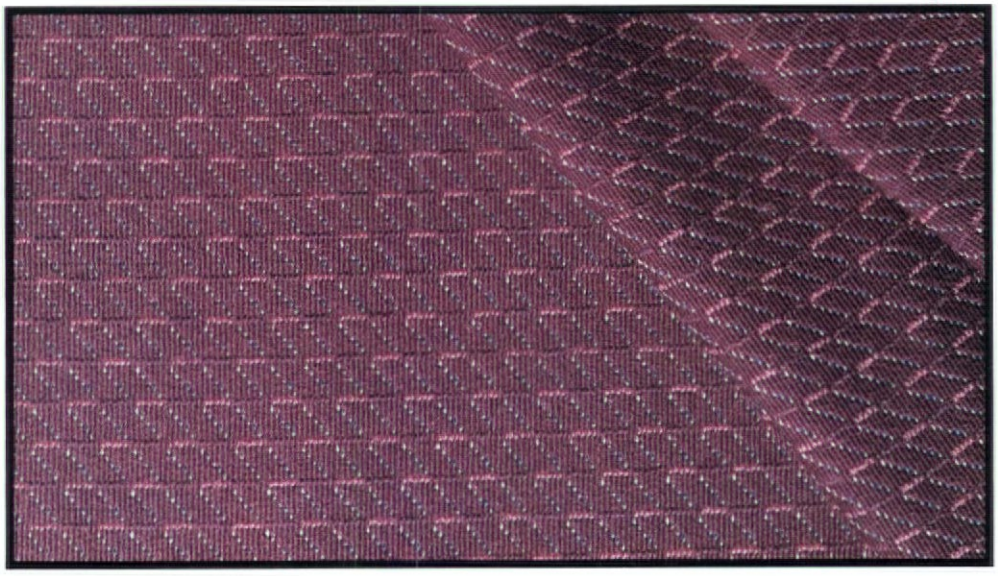
Hamilton

Numbers shown for orientation only



Chairs top list of new intros

Design Tex



Adden Furniture 11-112
Allsteel **1177**
The Alma Companies **1140**
American Business Interiors 1190
American of Martinsville 1132
Amtab **1149**
Benedetti Corporation **1166**
Berco 11-122
Bertolini Seating 11-122
Bulwork 11-122
Claude Bunyard 1149
CHF 11-111
Carolina Seating 11-124
Chairmasters 11-122
Charlotte Chair **1149**
Chromcraft 1146-2
Continental Creative Sales 11-122
Contract Furnishings Council 1190
Corry-Hiebert **1120**
Croydon 1149
Davis Furniture **11-116A**
Design Tex Fabrics 1175
Design Trac 1149
Domore 1194
Empire State Chair 1149
Eurotex **11-121**
Executive Furniture **1198**
Factory Agencies 11-122
Falcon Products 1191
Gar Products 11-122
Gasser Chair 1149
The Gunlocke Company 11-114
H.D. Associates 11-112A
Harter Corporation **1129**
HON **1120**
Howe Furniture **1158**
Hunt Country Furniture 1149
IBD **1155**
Infanti 11-122
JG Furniture 11-118
Johnson Industries **1149**
King Arthur Tables 11-112
Knoll International **1111**
Krueger, Inc. **1184**
Krueger International **1150**
L&B Products 1149
Lunstead Products **11-112**
Charles McMurray Designs 1123A
Metropolitan Furniture 11-100
Millstone 1149
Monarch Furniture 1146-1
Myrtle Desk **1162**
Nemschoff Chairs **1193**
Nucraft Furniture 11-115A
Ben Rose **11-123**
S/W Textiles 11-111
Sellers & Josephson Wallcovering 11-111
Steelcase, Inc. 1118
Styline 1149
Thayer Coggin 1173
Thomasville Contract 1135
Uniroyal **11-111**
Vecta Contract **1168**
Vicrtex 1189
Shelby Williams Inds. **11-111**
R. Winter Associates 1149
The Wool Bureau **11-113A**



Benedetti

Krueger

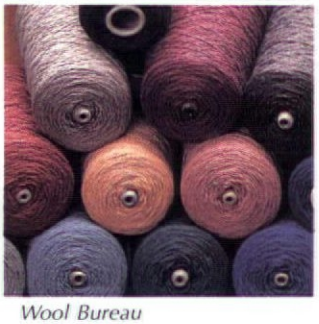




Buhlwork

Ben Rose

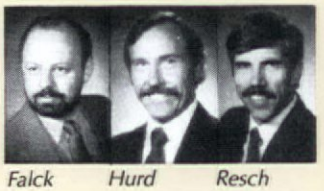




Wool Bureau

Benedetti Corporation, Space 1166—Santa Fe casegood series. **Circle No. 276.**

Krueger, Space 1184—New table tops. **Circle No. 293.**



Falck Hurd Resch

Ben Rose, Space 11-123—Greenwhich Village fabric.**Circle No. 306.**

Buhlwork, Inc., through Factory Agencies, Space 11-122—Wood, fiberglass, and laminate booths. **Circle No. 277.**

Wool Bureau, Space 11-113A—Yarns with '87 forecasted colors. **Circle No. 302.**

FLOOR



Thayer Coggin, Space 1173—Skyline Collection.
Circle No. 300.

Vicrtex Wallcoverings, Space 1189—Infinity wallcovering.
Circle No. 305.



Clarke-Fodor *Singleton*

CorryHiebert, Space 1120—Rizzi Collection.
Circle No. 307.

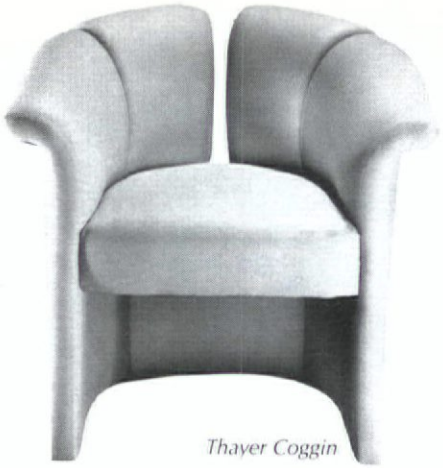


Ferrey

Hunt Contract Furniture, through Richard Winter Assoc., Space 1149—Side chair.
Circle No. 290.

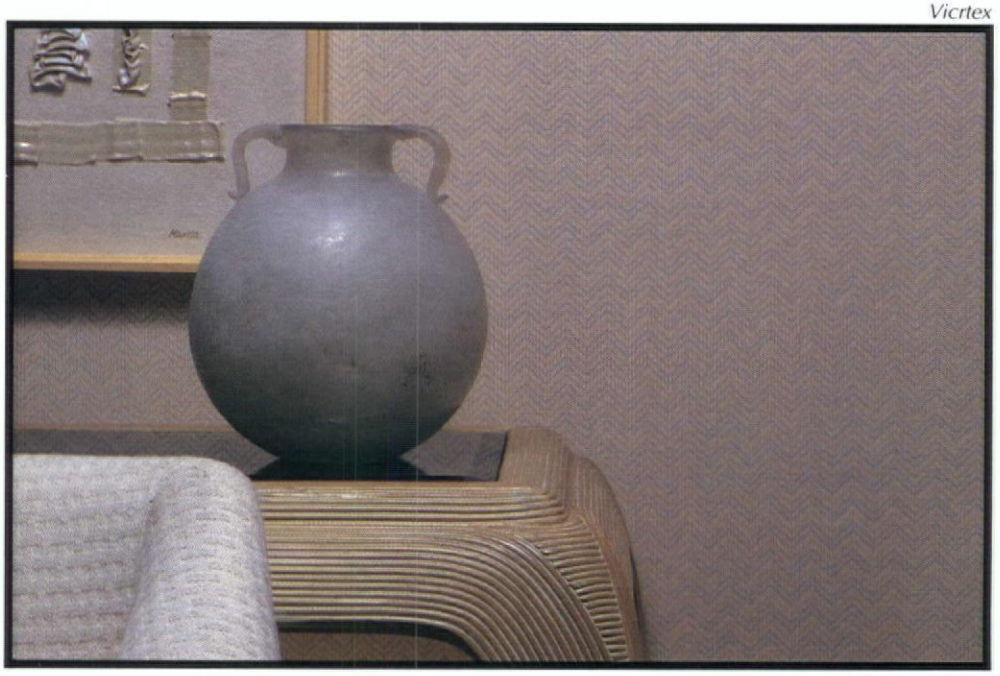


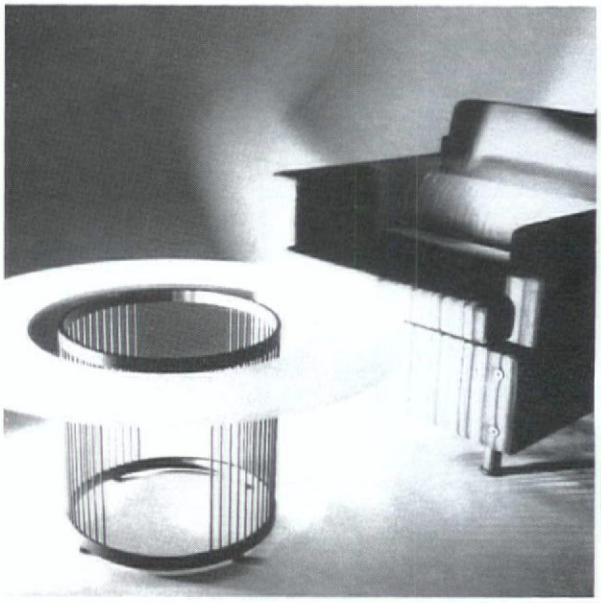
Woodin



Thayer Coggin

Vicrtex

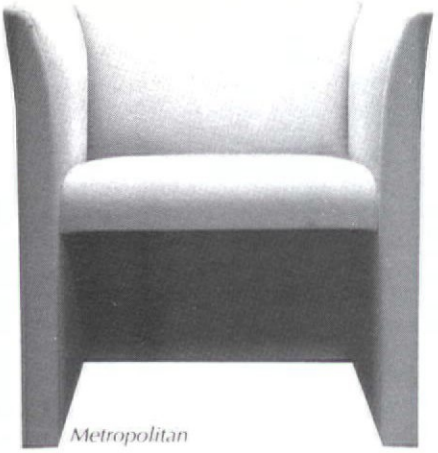




CorryHiebert



Hunt



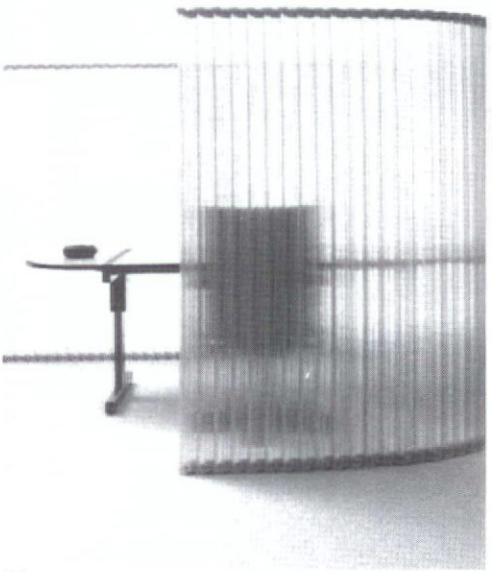
Metropolitan

Falcon





Harter



JG

Metropolitan, Space 11-100—710 seating group.
Circle No. 296.



Kane

Falcon Products, Space 1191—Bellina wood chairs.
Circle No. 286.



Jacobs Cronin Hnatek

Harter, Space 1129—Wallaby office chair collection.
Circle No. 289.



Harter

JG Furniture Systems, Space 11-118—Snake wall modules.
Circle No. 291.

FLOOR



Continental Creative Sales, through Factory Agencies, Space 11-122 Heather chair. **Circle No. 280.**

Domore, Space 1194—Neo7 executive station and Barto chair. **Circle No. 283.**



Melamede

Davis Furniture Industries, Space 11-116A—Zipp conference table. **Circle No. 281.**

Chromcraft/Monarch Furniture, Space 1146—Secura chair. **Circle No. 279.**

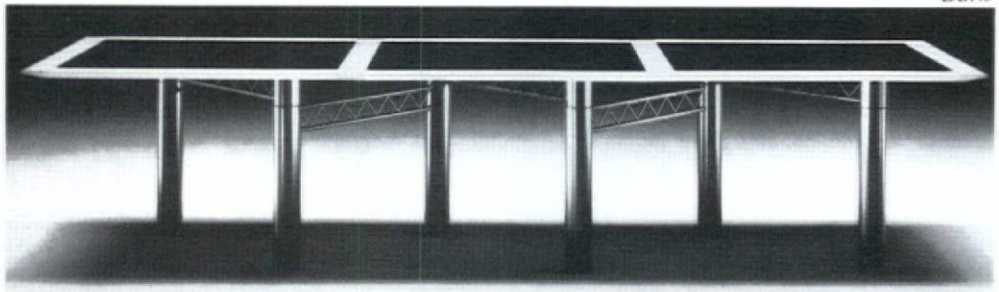


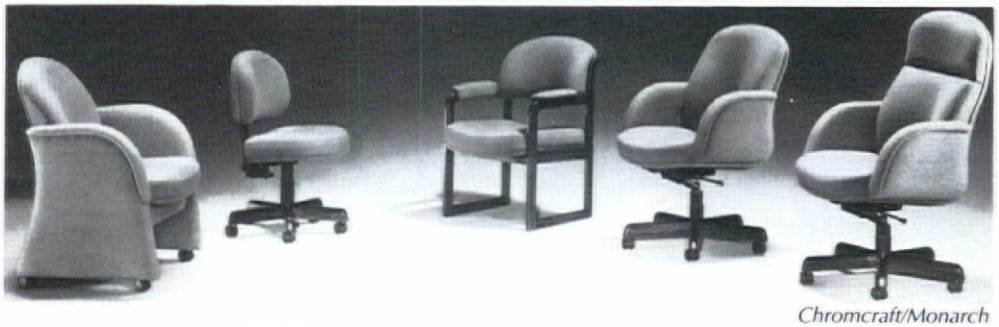
Continental Creative Sales

Domore



Davis





Chromcraft/Monarch

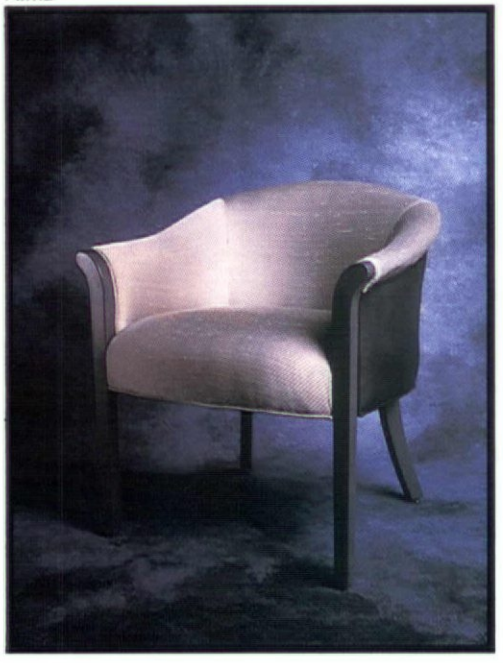


Allsteel

Knoll International



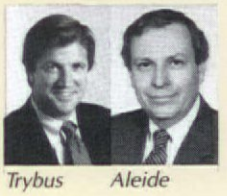
Alma





L&B

Allsteel, Space 1177—Bühk 100 Seating. **Circle No. 273.**



Trybus *Aleide*

Knoll International, Space 1111—Mandarin Chair. **Circle No. 292.**



Singer

The Alma Companies, Space 1140—Chancellor side armchair. **Circle No. 274.**

L&B Contract Inds., through Richard Winter Assoc., Space 1149—Hepplewhite chair series. **Circle No. 294.**

FLOOR





Myrtle Desk

Myrtle Desk Company, Space 1162—A1TD79 conference table/desk. **Circle No. 298.**



Adams Honeycutt

Gunlocke, Space 11-114—Volute series in the Geva Collection. **Circle No. 288.**

Gunlocke

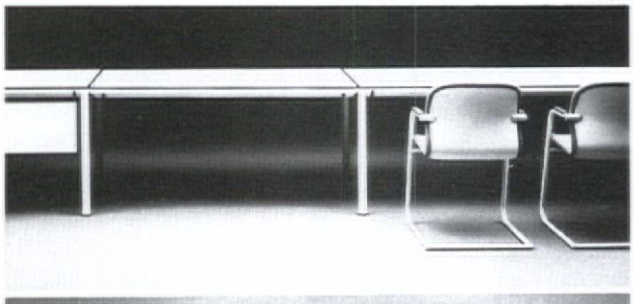


Vecta, Space 1168—Modular table. **Circle No. 301.**



Sullivan Welch Edwards

Vecta



Executive Furniture, Space 1198—Formtech contemporary casegoods. **Circle No. 284.**



Bell Spangler



Executive Furniture

Shelby Williams Industries, Space 11-111—Rattan side chair. **Circle No. 299.**



M.Steinfeld Keller P.Steinfeld

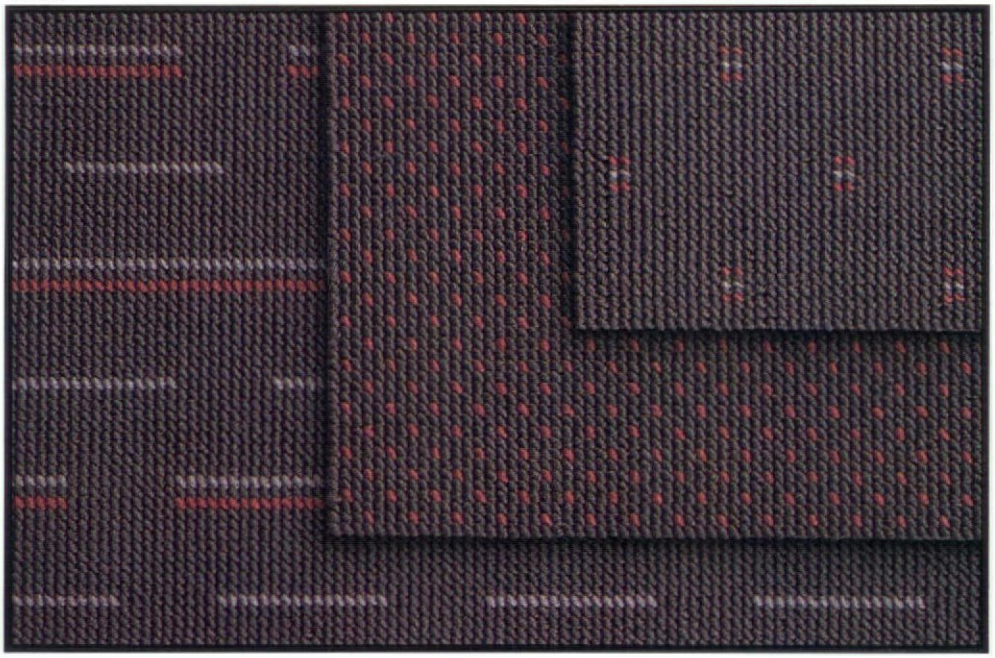


Shelby Williams



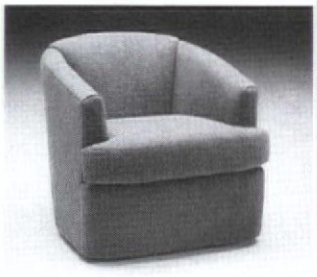
Chairmasters

Eurotex

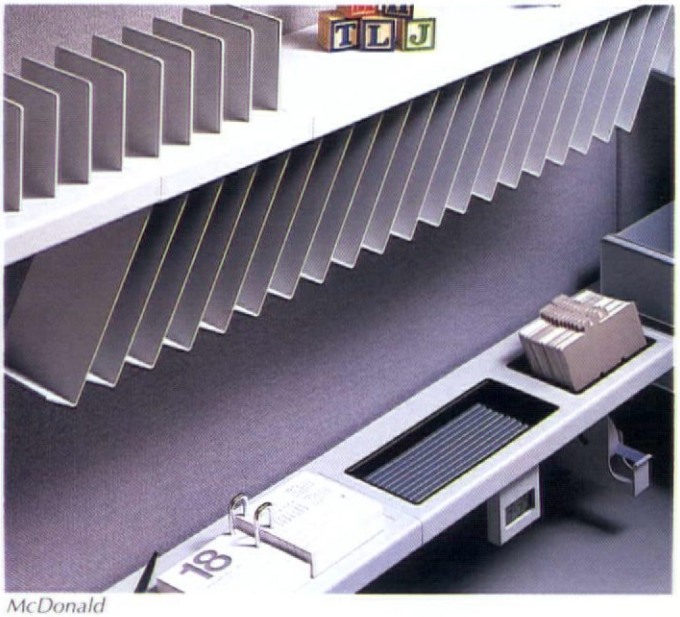


Gasser





American of Martinsville



McDonald

Chairmasters, through Factory Agencies, Space 11-122—Natural reed side chair. **Circle No. 278.**

Eurotex, Space 11-121—Micro-Point loop carpet. **Circle No. 285.**

Gasser Chair Co., Space 1149—Model E-924 chair and Le Bar on 924 barstool. **Circle No. 287.**

American of Martinsville, Space 1132—Guest chair. **Circle No. 275.**

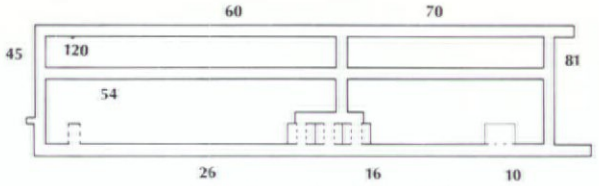


Haley

McDonald Products, Space 1119A—McSort accessory system. **Circle No. 295.**

FLOOR





Numbers shown are for orientation only

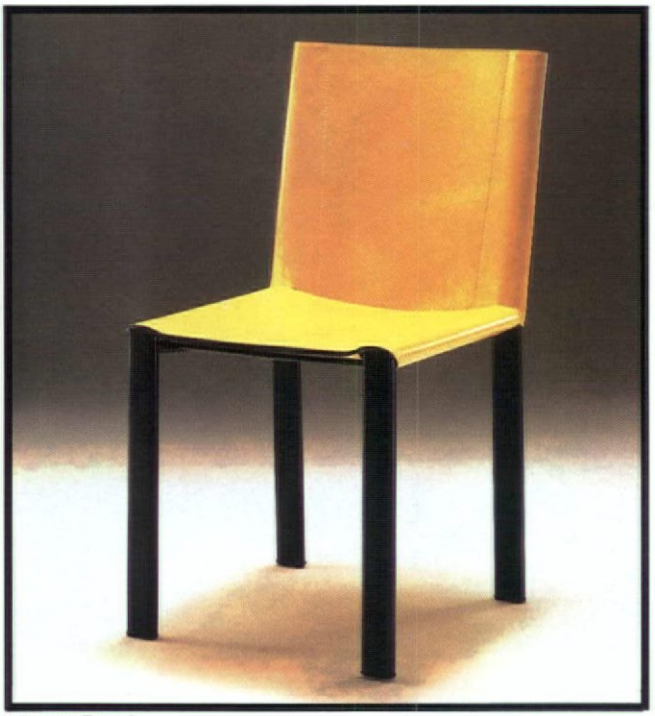
A new look at the executive office

Matteo Grassi through the Keller Collection, Space 1230—Carol Chair. **Circle No. 442.**

Lee Jofa, Space 1270—Zachary, an addition to the COM Fabric Collection. **Circle No. 440.**


Roschen Weidner Long

J.M. Lynne, Space 1281—Cocoon cloth. **Circle No. 437.**


Matteo Grassi

Lee Jofa




J.M. Lynne

*Area International	12-100
*Beegun Wallpaper Galleries	1285
Simon Bigart	1253
*Al Brandwein & Assoc	1263
China Seas, Inc	1210
*Clarence House Imports, Ltd.	1254
*Colie & Harris, Inc	1224
*Cyrna International	12-101
*DuraLee Fabrics, Ltd.	1228
*Ello Furniture Mfg. Co.	12-105
First Editions	1253
Frederick Cooper Lamps Company, Inc	1214
Groundworks, a division of Lee Jofa	1270
*Gutheim & Assoc	1277
*Hastings Tile & II Bagno Collection	1296
*The House of Ivory	1283
Ibis	12-131
J.M. Lynne Co.	**1281**
*Keller Corporation	1230
Kisabeth	1268
***Koch & Lowy**	**1245**
*Lang Levin Studios	1273
Lee Jofa	**1270**
*Levolor Lorentzen	1282
Lightolier, Inc	1266
Mario Industries, Inc	1288
Matteo Grassi, Through The Keller Collection	1230
*Mike Bell Imports, Inc.	12-110
Mira-X	1253
*Melvin Wolf & Assoc	1210
Nessen Lamps, Inc.	1224A
New York Graphic Society	1256
OFS, Office Furniture Systems	1224
*Patterson, Flynn & Martin, Inc.	1226
Paul Hanson Company	1256
*Pouliot Designs Corp.	1272
*Robert Abbey Lamps	1274
*Romweber Furniture Co.	1275
*Rozmallin	1253
St. Timothy Chair	**1240**
Sligh Furniture Company	1264
That's Liberte'	1219A
Teddy & Arthur Edelman	12-116
*Tri-Par	1220
*Trouvailles	1221
Westgate Fabrics	12-131

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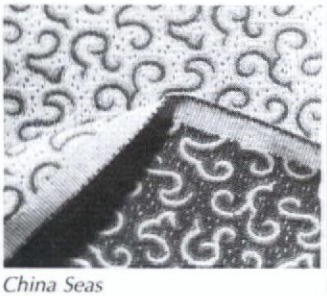
Lang Levin

Koch & Lowy



Ibis Furniture





China Seas



Levolor Lorentzen

Lang Levin Studios, Space 1273—WM-206 Dome Lamp. **Circle No. 439.**

Koch & Lowy, Inc., Space 1241—Mageia Table Collection. **Circle No. 438.**

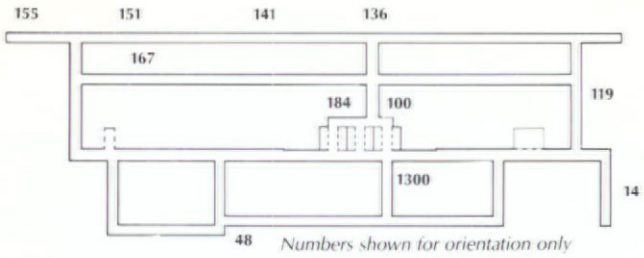


Lowy

Ibis Furniture, Space 12-131—Gainsborough swivel/tilt chair. **Circle No. 436.**

China Seas, Space 1210—Surabaya fabric. **Circle No. 435.**

Levolor Lorentzen, Inc., Space 1282—Tech Shade. **Circle No. 441.**

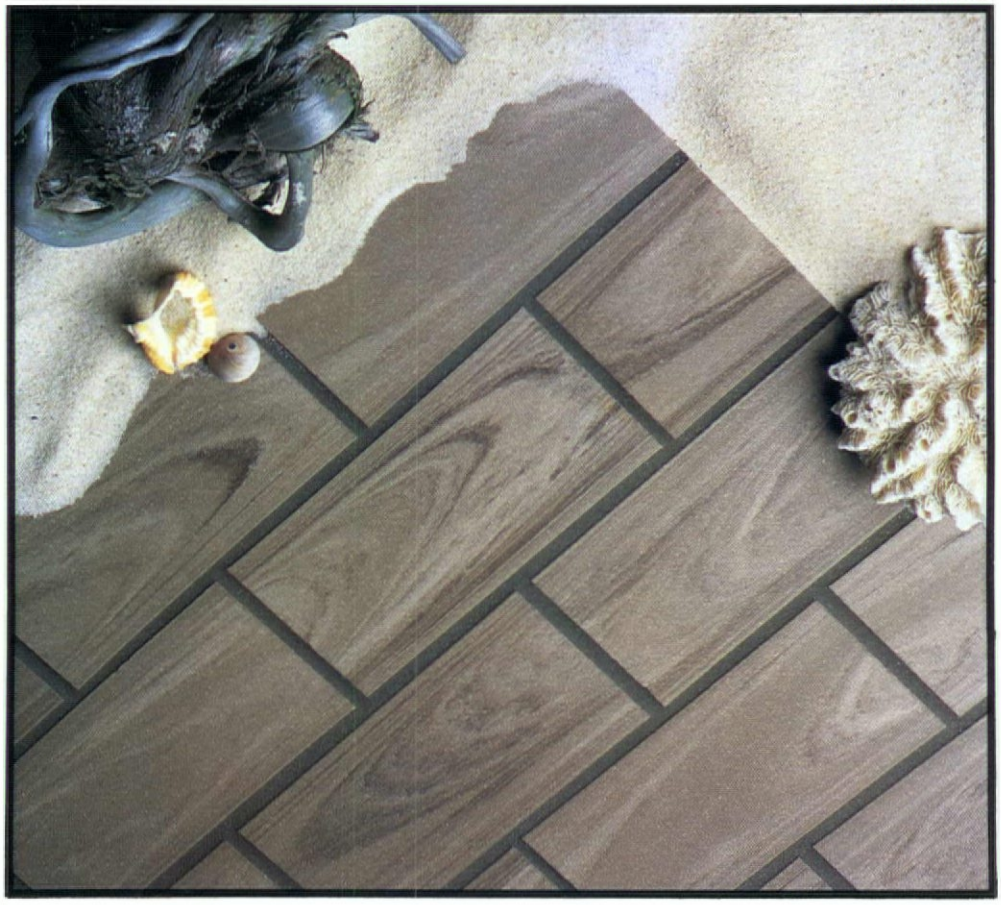


Numbers shown for orientation only

Indoor and outdoor eye-openers

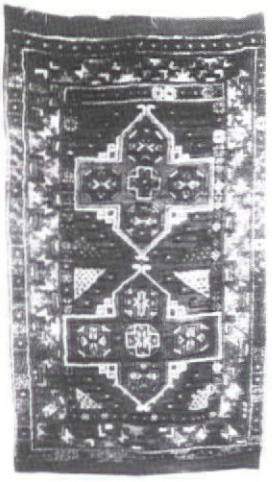
Summitville Tiles, Inc., Space 1380—Driftwood.
Circle No. 433.

Summitville Tiles



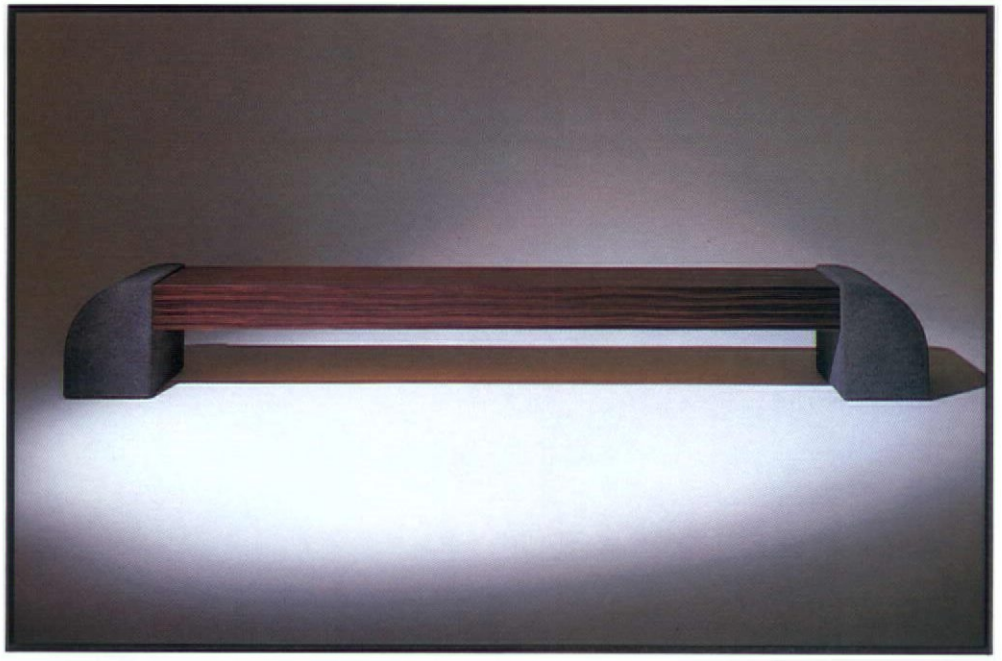
Aladdin Mills 13-186
Allied Corporation 13-144
*Amaru Tile International, Inc. 1306
Armstrong World Inds. 13-136
*Arnold & Lacey, Inc. 1368
Azrock Floor Products 13-114
Azrock Inc., Pegulan Div. 13-116
BASF Fibers 13-139
Belgotex Carpet Co., Inc. 13-167
Benchmark Showcase 1301
Burlington Ind. 1314-2
Cameo Curtains/CHF Ind. 1352
Carson Pirie Scott 13-127
*Chicago Tile Institute 1311
Congoleum Corp. 13-100
DuPont 13-184
*Florida Flooring Co. 1384
Forms & Surfaces, Inc. 1377
General Felt Industries 13-148
*Jorian Rug Co. 1378
*Kohler Company 1300
Mannington Resilient Floors 13-141
*Mid America Tile Dist., Inc. 1370
Porter Carpet Mills 13-173
Ray-Shel Enterprises 1370-1
*St. Charles Mfg. 1375
Shelby Williams Ind. 1348
Simmons U.S.A. 1342
***Summitville Tiles, Inc. 1380**
Tarkett, Inc. 13-119
Wellco Carpet 13-141
Whitecrest Carpet Mills, inc. 13-170

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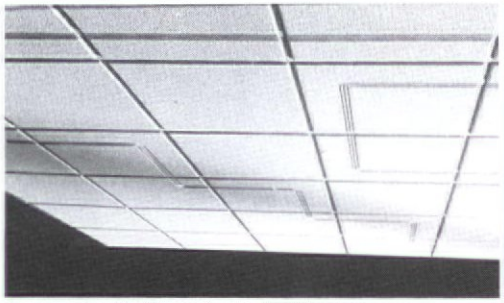


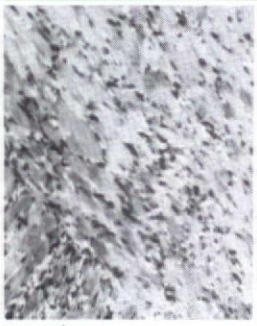
Jorian

Forms & Surfaces



Armstrong



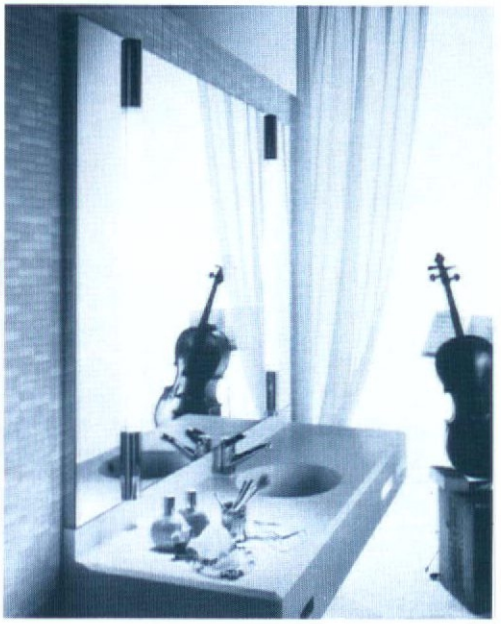


Azrock



Tarkett

Benchmark



* **Jorian Rug Company, Space 1378**—3rd quarter 19th Century, Northern Persian rug. **Circle No. 432.**



Minasian

Forms & Surfaces, Space 1377—AE6000 Series Site Furniture. **Circle No. 431.**

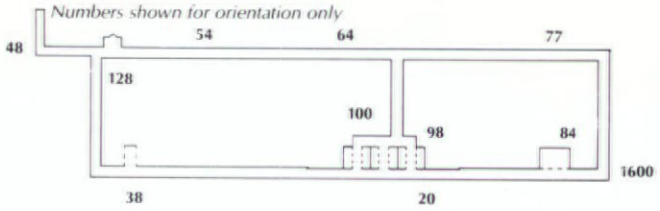
Armstrong World Industries, Inc., Space 13-136—Acoustical Ceiling System H. **Circle No. 428**

Azrock Floor Products, Space 13-116—Classic Granite vinyl floor tile. **Circle No. 429.**

Tarkett Inc., Space 13-119—Optima Expressions sheet vinyl collection. **Circle No. 434.**

The Benchmark Showcase, Space 1301—Schneider Illuminated Mirror Cabinet. **Circle No. 430.**





Multi-faceted seating solutions

Mallin Company, Space 1674—
Calera Collection.
Circle No. 447.

Mallin



Baumgarten-Samuel Sales	1661
*Betty M.	1684
*B.L. Wayne Corp. of Chicago	1626
*Brown Jordan	1664
Chaircraft	**1619A**
Clark Casual	1645
*Crane Wallcovering, Inc.	1632
Davis Cabinet	16-100
*Design Galleries, Inc.	1629
*Design Institute America	1677
EMU/USA, Inc.	**16-106**
*Max Futorian & Assoc.	1680
Gold Medal, Inc.	1696
Hekman Furniture/North Hickory Furniture	1654
Hemisphere, Ltd.	1661
*Hickory Mfg. Co.	1620
*Highland House of Hickory, Inc.	1616
*Jeffery Scott, Ltd.	1635
*J.H. Petr Art Gallery	1683
*Karl Mann Chicago, Inc.	1611
*Mallin Co.	1674
*Mandel & Co.	1600
*Ray Milliman, Inc.	1617
*Modular Concepts	1638
*Vincent Morreale & Assoc.	1638
Pacific Rattan Products	1674
Pompeii Fine Casual Furniture	1671
*Southwood Contract	1650
*Suncast	1656
*Taslitz International, Ltd.	1698
Tri-Mark Tulip	1600
Typhoon International Corp.	1689
WW Graphics	1680

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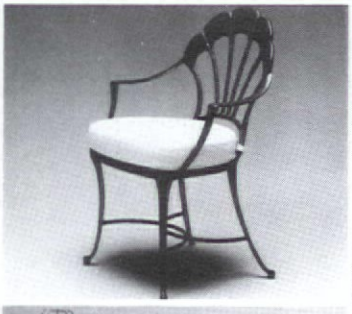


Hickory

Pacific Rattan



Brown Jordan



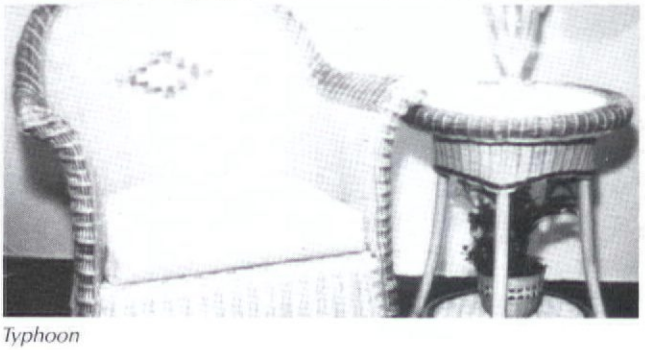
Design Institute America



Motif



Typhoon



Hickory Furniture/Contract, a division of Hickory Furniture Company, Space 1620—Courthouse Chair. **Circle No. 445.**

Pacific Rattan Products, Inc., Space 1674—Sea Island Collection. **Circle No. 448.**

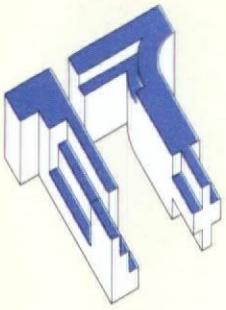
Brown Jordan, Space 1664—Arabesque Dining Chair. **Circle No. 443.**

Design Institute America, Space 1677—Healthcare Mobile Recliner. **Circle No. 444.**

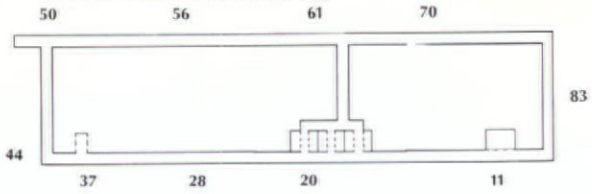
Motif Furniture Industries, Inc., Space 16-116—New Lounge Seating. **Circle No. 446.**

Typhoon International Corporation, Space 1689—MacArthur Collection. **Circle No. 449.**

FLOOR



Numbers shown for orientation only



Designs go from casual to chic

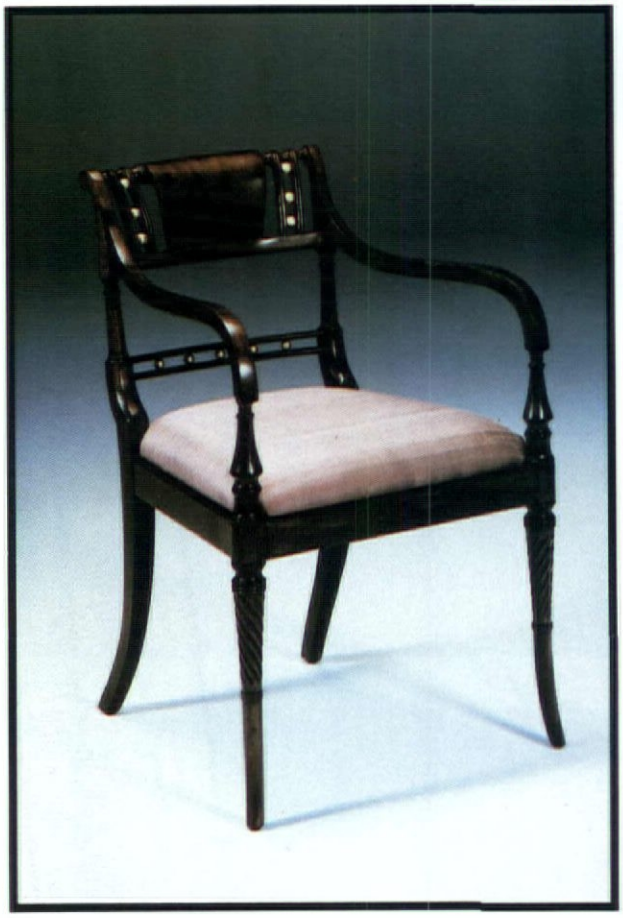
***Casa Stradivari, through Entourage, Space 1770**—Classic chair. **Circle No. 417.**

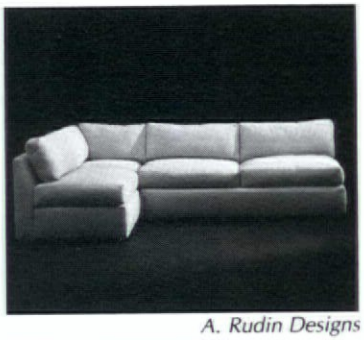
***A. Rudin Designs, through Entourage, Space 1770**—Lounge sofa. **Circle No. 418.**

Winston Furniture, Space 1774—Contract group. **Circle No. 425.**

Harden Furniture, Space 1750—Reception Desk. **Circle No. 419.**

Casa Stradivari





A. Rudin Designs



Winston



Harden

***Berne Furniture**	**1721**
California Umbrella	17-103
*Casa Stradivari	1770
D&D Associates	17-107
*Design Atelier	1771
*Directional	1720
*Entourage	1770
Grosfillex	1754
Harden Furniture	1750
Hickory Chair	**1718**
*Holly Hunt Ltd.	1728
Homecrest Industries	1757
*Charles Jacobsen	1709
*Karl Mann Chicago	1711
*Dick Kimoto Sales	1744
*Lane Group	1718
*Lubke	1771
Mohasco Upholstered Furniture	1777
*Nicholas-Michael Carpets & Rugs	1737
*Origin Collection	1728
*A. Rudin Designs	1770
C. Spielman	1753
*Karl Springer	1728
*Bruce H. Stender, Ltd.	17-104
Telescope Casual Furniture	1776
Terra Furniture	17-107
Triconfort	1756
Tropitone Furniture	1780
Whitecraft International	1781
Woodard	1766

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Origin

Woodard



Terra

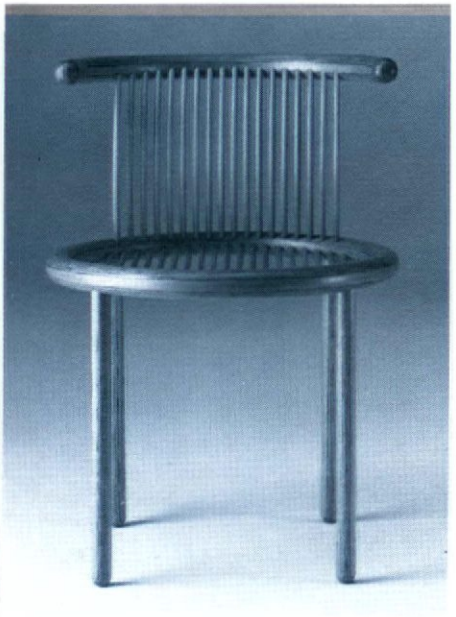




Karl Springer



Tropitone



Lubke

***Origin Collection, through Holly Hunt, Space 1728**—Onboard chair. **Circle No. 420.**

Woodard, Space 1776—Tangent Strap dining furniture. **Circle No. 426.**



Prescott

Terra Furniture, through D & D Associates, Space 17-107—Matrix Desk System. **Circle No. 424.**

***Lubke, through Design Atelier, Space 1771**—Circo chair. **Circle No. 422.**

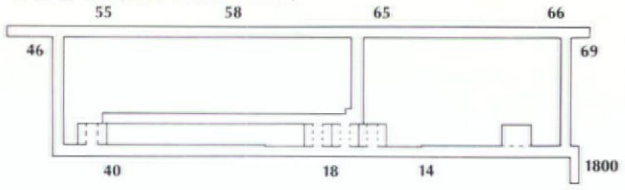
***Karl Springer, through Holly Hunt, Space 1728**—Square column fluted lamp. **Circle No. 421.**

Tropitone, Space 1780—Seychelle casual furniture. **Circle No. 423.**

FLOOR



Numbers shown for orientation only.



Foresight for Floors

Mohawk Commercial Carpet, Space 1819—Harmony Variations. **Circle No. 457.**

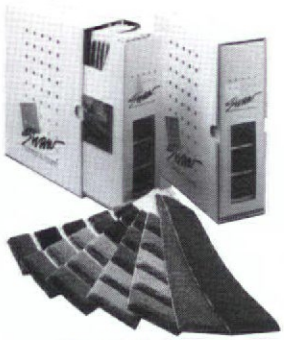


Procopio

Mohawk

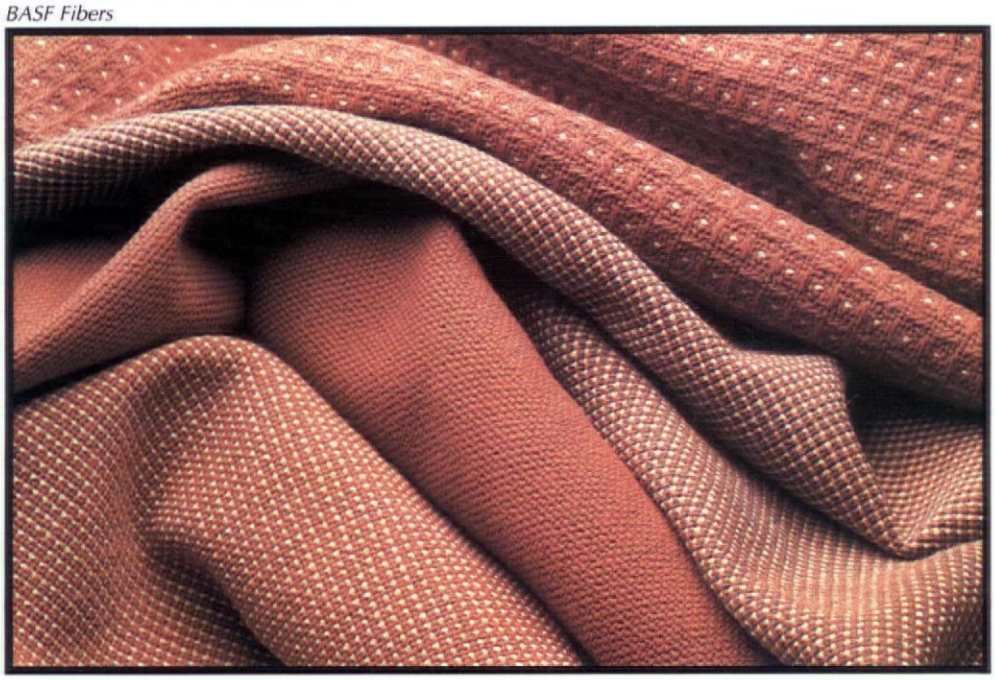


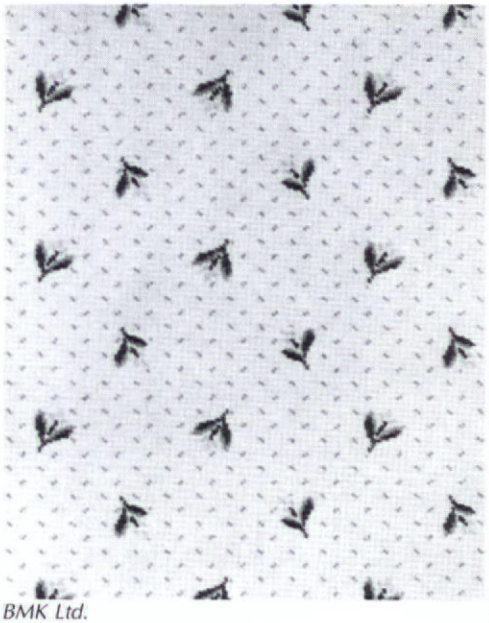
Alexander Smith/Mohasco 1819
BASF Fibers 1882
BMK Ltd. 1840A
Barrett Carpet Mills, Inc. 1881
Bigelow/Heuga U.S.A. 1868A
Bigelow-Sanford Inc. 1865
Bremmoth Carpets 1832
Brintons Carpets U.S.A., Ltd. 1829
Burlington Ind. Carpet Group 1814
C.H. Masland & Sons 1878
Carousel Carpet Mills 1832
Charleston Carpets 1868C
Couristan, Inc. 1880
Customweave Carpets, Inc. 1821
E&B Carpet Mills/Armstrong World 1870A
Galaxy Carpet Mills 1818
Grifftex Commercial Carpets 1871
Gulistan 1866
Horizon Industries, Inc. 1869-1
J.P. Stevens & Co., Inc. 1866
Karastan Rug/Fieldcrest 1873
Lees Carpet/Burlington Ind. 1814
Midwestern Relay Co. 1849P
Milliken Carpets 1825-2
Mohasco 1819
Mohawk Carpet 1819
Orian Rugs, Inc. 1817A
Patcraft Mills, Inc. 1870
Philadelphia Carpet Co. 1800
Salem Carpet Mills, Inc. 1858
Shaw Industries 1800
Stratton Industries, Inc. 1847
West Point Pepperell, Inc. 1871
Wool Merchants International 1822A
World Carpets, Inc. 1822
Wunda Weve Carpet/Dan River 1840



Shaw Industries

BASF Fibers





BMK Ltd.



Galaxy

Shaw Industries, Space 1800—Shaw Commercial Systems Sample Library.
Circle No. 459.

BASF Fibers, Space 1882—DuraStat upholstery.
Circle No. 452.

BMK Ltd., Space 1840A—Liberty Collection.
Circle No. 453.

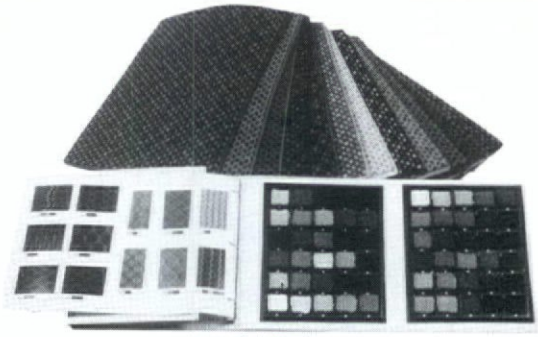
Galaxy Carpet Mills, Inc., Space 1818—Task Force.
Circle No. 454.



Sallee *Consolini*

FLOOR





Wunda Weve

Wunda Weve Carpet/Dan River, Space 1840—Luxury Suite Custom Carpet, 126 patterns/60 colors. **Circle No. 460.**

Barrett Carpet Mills, Space 1881—Chairman of the Board. **Circle No. 451.**

Milliken & Co., Space 1825—Hundreds and Thousands. **Circle No. 456.**

Patcraft Mills, Inc., Space 1870—Jaquar and Stonebridge. **Circle No. 458.**

Lees Commercial Carpet/Burlington Ind., Space 1814—Paragone. **Circle No. 455.**

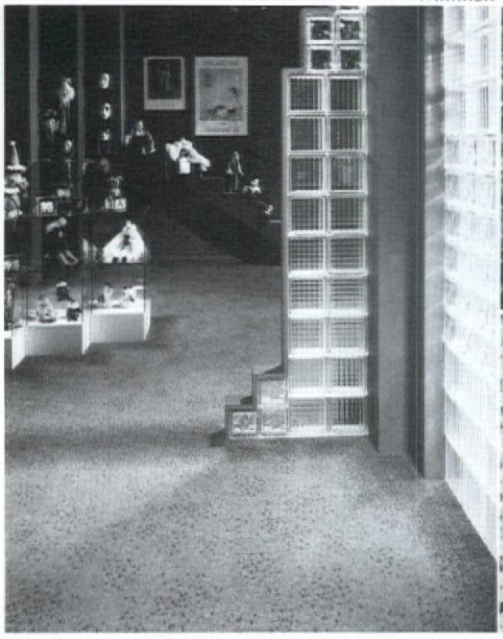


Egerter *Rearden* *Elliot*

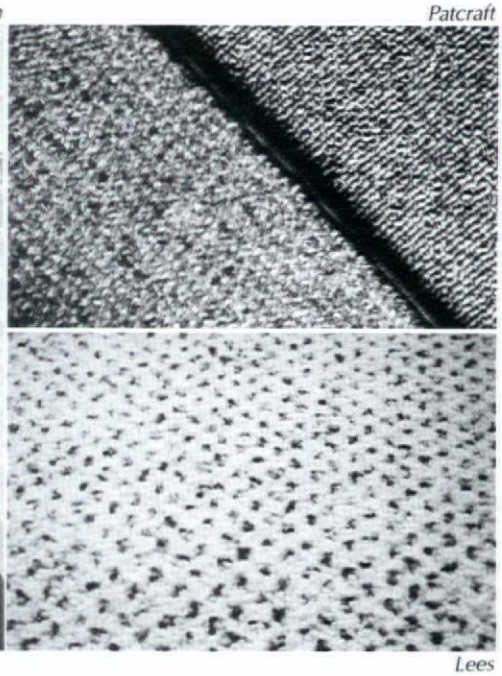
Barrett



Milliken



Patcraft



Lees

Over 15 countries represented, products & services add new dimension



Attendees at last year's International Pavilion walk the aisles of the ExpoCenter.

International Pavilion Exhibitors

Abitare 1108
Austrian Trade Commission 1009
Benmar Associates 408
Big West 315
Capri Chair 808
Club France 919
Deca Interiors 909
Desk Pro 409
Edizioni Conde Nast 1004
Global Industries 509
Gordon International 719
Irene DeGair Tapestries 900
Legend Furniture 515
Lopez Morton 905
Metalstand 1019
Mobilex Export 809
Nisnevich Design/Acciaio 1005
Rexite 419
Scan Unique 819
Schlapp Mobel America 415
Schmitz Fabrics 607
Sieges Cannone 619
Simon International 1109
Tayco Panelink 1000
Teknion Furniture Systems 608
TekStil Concepts 508
Tintawn 708
Trian 808
Verosol USA 709
Waldman Lighting 609

Environmental Planning Expo Exhibitors

A-1 Visual Systems 940
Alko 740
AIA 840
Autodesk 950
The Brewster Corporation 949
California Country Trees 841
Capaul Corporation 945
Computer Aided Planning 941
Computer Design 844
D.G.S. Company 944
Fiber-Seal 849
Open Plan Accessories 845
Virginia Metal Industries 850

NEOCON

INTERNATIONAL/ ENVIRONMENTAL PLANNING EXPO

Despite the declining dollar abroad, more than 30 manufacturers representing over 15 foreign countries will exhibit at the International Pavilion during NEOCON 19. Located in the ExpoCenter on the second floor of the Apparel Center, across from The Mart, the exhibit has served for the past eight years as a platform for foreign contract furniture manufacturers to introduce products to the American market. At press time, the total number of exhibitors was down from last year, but Mart officials are not worried about the continuing success of the International Pavilion.

"The declining dollar cannot act as an impediment preventing foreign manufacturers from exhibiting in this country," says James W. Bidwill, vice president, marketing, Merchandise Mart Properties, Inc. "Instead, they must be more aggressive and direct in their efforts to market themselves." He points out that all the major U.S. importers are at NEOCON and that the consolidation of the contract furniture industry will force suppliers to look for more product in the coming years.

Canada is first on the list with the highest number of exhibitors in the International Pavilion, followed by Italy and West Germany. Austria is represented, as are the Scandinavian countries of Sweden and Norway. Products to be

INTERNATIONAL/ ENVIRONMENTAL PLANNING EXPO

displayed include floorcovering, seating, steel and wood office furniture, computer support furniture, tables, accessories, window coverings, lighting, and tapestries.

Planning Expo is new

The Environmental Planning Exposition, a new exhibit devoted to products and services for the total interior environment, will make its debut alongside the International Pavilion in the ExpoCenter this year. Reserved for the display of facilities technologies other than furnishings necessary in planning the modern office, the exhibit was conceived to complement the contract furnishings displayed across the street in the Merchandise Mart showrooms.

Global Industries, Booth 719, International Pavilion—Wing series. **Circle No. 408.**

Alko, Booth 740, Environmental Planning Expo—Varilux task light. **Circle No. 409.**

Open Plan Accessories, Booth 845, Environmental Planning Expo—Ceiling cube signage. **Circle No. 461.**

Virginia Metal Inds., Booth 850, Environmental Planning Expo—Silhouette movable wall system. **Circle No. 462.**

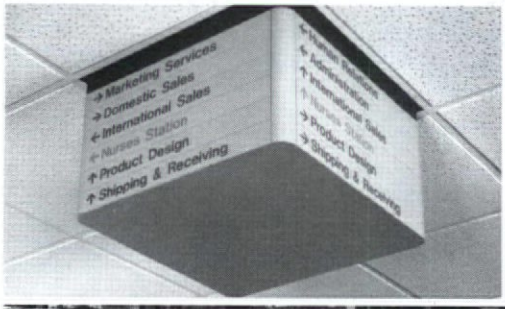


Global

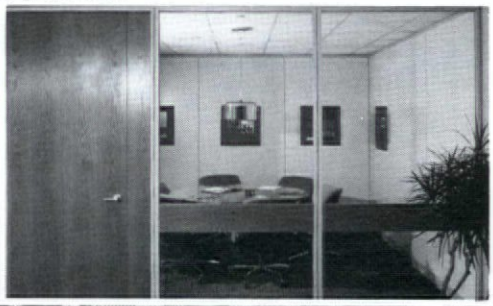
Alko



Open Plan Accessories



Virginia Metal



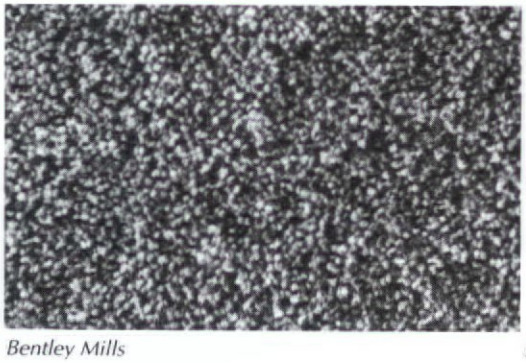


View of Merchandise Mart and Apparel Center (on left), where the International Pavilion and Environmental Planning Exposition will be held on the second floor ExpoCenter during NEOCON.

Beyond The Mart, more casegoods, chairs, & files

Creative Dimensions





Bentley Mills



Paoli

NEOCON 19

OTHER CHICAGO EXHIBITORS

Creative Dimensions, Suite 505, Orleans Plaza, 414 N. Orleans—Lotus collection of executive office furniture. **Circle No. 410.**

Bentley Mills, Suite 305, 44 N. Wells—Royal Twist carpet square. **Circle No. 412.**

Paoli, Suite 503, Orleans Plaza, 414 N. Orleans—Renaissance desk series. **Circle No. 411.**

NEOCON 19

OTHER CHICAGO EXHIBITORS

Monel, through Milo E. Block Assoc., 400 N. Wells—Carina chair. **Circle No. 414.**

Parallel Lines, 441 W. Huron—Star modular furniture. **Circle No. 413.**

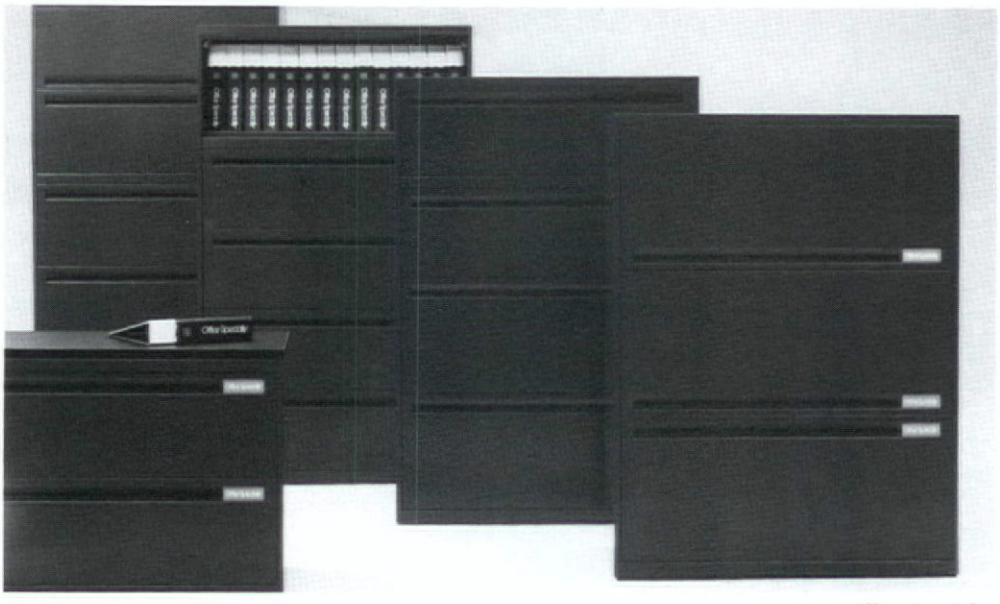
Office Specialty, 440 N. Wells—Storage Centers lateral files. **Circle No. 415.**



Monel

Parallel Lines





Office Specialty

NEW INDUSTRY GROUP PROPOSED BY BIFMA

'Association of associations,' new stance on fire regulation, & Orient tour are outlined

By LEN CORLIN
Co-publisher/editor

An organization of major industry associations, a "supra group," to be composed of member companies providing products for the ergonomically integrated office, has been proposed by the Business & Institutional Furniture Manufacturers Association (BIFMA), Grand Rapids, Mich.

The new "association of associations" is being proposed in a widely circulated letter to be mailed prior to NEOCON.

In other developments, BIFMA notes new research affecting fire regulations for commercial spaces, and the group's plans for an Orient tour to take place in September.

Inter-association planning needed

As BIFMA's supra-group letter details, industry organizations are invited to suggest an agenda for forming a permanent group, and for approval of a working name for the association, tentatively called "The Council on the Ergonomically Integrated Office," or CEIO.

Among worker needs proposed for discussion and possible action by CEIO members are requirements of attractive, comfortable, and safe workplaces that maximize worker productivity.

Says Stephen Channer, executive director, BIFMA, "The proposed supra committee in no way implies that BIFMA will control the new council." He points out that BIFMA is attempting to organize the group as a "friend of the court" and as a potential recipient of the benefits that would flow to all involved.

"All BIFMA wants to do is to help CEIO—or whatever the organization will be called—get under way. . .hopefully before the end of '87," states Channer.

Among concerns that BIFMA hopes will be considered by CEIO are those pertaining to the creation of integrated offices:

- initial design and construction;
- renovation;
- final placement of task and ambient lighting;
- development of plans for acoustics, HVAC, clean air, ventilation, energy and wire management;
- selection of furniture/furnishings, computers, and automated equipment.

"BIFMA offers a precedent for the supra-group in its own history," notes Channer. "BIFMA's founders realized that only an issues-oriented organization could supply the services demanded by a technologically sophisticated age, market complexity, government regulation, and consumer demands.

Channer notes that just this past year, BIFMA collaborated with the Computer & Business Equipment Manufacturers Association (CBEMA) and with the Center for Office Technology in an educational program addressing the needs of users of VDT equipment.

"The design of energy-efficient buildings with inadequate ventilation and the 'sick-building' syndrome has resulted in employee complaints," Channer says. "Laws are beginning to compel employers to provide clean air in the workplace. New York City recently passed an asbestos clean-up law and it is causing great confusion.

"Employers can be held liable for employees' asbestos-related health problems if they elect to remain in a building constructed with asbestos, even though the building owner is responsible for its removal or containment. Such problems cannot be ignored, nor can they be dealt with by one industry group alone," Channer concludes.

He elaborates that realization of such issues as early as 1982 resulted in a symposium, held that year, in which a dialogue resulted for the first time between manufacturers of computers, furniture, lighting; and acoustical consultants, designers, and managers of the automated office. Subsequently, BIFMA also sponsored the first joint meeting of industry leaders representing the office furniture, computer, and electrical industries, together with corporate end-users represented by the International Facility Managers Association (IFMA).

"Out of these intra-industry, multi-association meetings, a nationwide campaign has been launched to enable VDT users to avoid muscular fatigue, eye strain, stress, and discomfort," adds Channer. "The campaign centers on a 20-minute generic training video called 'Ergonomics of the VDT Workstation,' aimed at getting workers to adjust their furniture, computer keyboards, lighting, and other furnishings to improve their health and comfort."

(Continued)

BIFMA

Trade mission to Orient planned

Fire threat in offices abates

In another worker safety issue—fire hazard—growing restrictions against smoking in public places, including offices, is resulting in a reduction of fires in offices throughout the country. Consequently, the criteria used in specifying furniture for live-in situations does not apply to offices, libraries, and educational facilities, according to Channer. He spells out the association's position on current fire retardancy regulations.

One of BIFMA's high priority activities in its early years was to promulgate a series of safety and performance standards for the protection of the public. That stance resulted in BIFMA's Upholstered Furniture Flammability Standard for Business & Institutional Markets. It was issued in 1978 after several years of study and was revised in 1980.

"From the point of view of the specifier and the facility manager," says Channer, "the key to flammability precautions lies in the fact that 'non-live-in' office environments do not present the kinds of problems one faces when specifying furniture for hotels, motels, hospitals, nursing homes, prisons, and other 'live-in' environments.

"Analyses of fire loss statistics show that the hazard of fire in occupancies where people prepare food, sleep, or are restrained, is far greater than the hazard of occupancies where workers do not engage in these activities.

"An Underwriters Laboratories' (UL) fact-finding report stated quite directly that, based on the available data and statistics, 'Furniture in the office and non-live-in institutional occupancies does not constitute a significant fire occurrence problem'."

"The good news," he adds, "is that this positive trend in fire safety in offices is due to be accelerated this year when regulations restricting cigarette smoking in offices start being enforced." Since the single most frequent source of ignition is the cigarette, whether in residential-type accommodations or in offices, BIFMA's flammability standard, as recommended by U.L., is based on cigarette ignition of actual furniture or full-scale mockups.

That standard was based on an in-depth study by U.L., that made recommendations to guide specifiers of office furniture. The flammability standard that resulted is being used by fire marshals, code administrators, and specification writers for corporations, colleges, and universities throughout the country. Two exceptions are the City of Boston and the State of California.

Orient trade mission

Possibilities of U.S. furniture manufacturers doing business in the Orient and of Far East furniture manufacturers entering the U.S. market has prompted BIFMA to organize a study tour of the Orient for interested manufacturers.

To consist of six-to-eight members, the highly structured group will have as its purpose identification of mutual opportunities for both Asian and American manufacturers. Included in the group will be Steven Schlossstein, author of a textbook called *Trade War* and consultant to BIFMA, who lived in Japan and is familiar with corporations in the Far East. He will help organize the itinerary and will report on the trip to BIFMA members at the Management Conference to be held in California in November.

The mission will travel to Japan, South Korea, and Taiwan. Proposed dates are September 18-30.

Reflecting increased U.S. manufacturer interest in the Orient is the recent agreement reached by Richard Haworth, president, Haworth Inc., Holland, Mich., with Okamura Corp. of Tokyo, Japan, for the latter to manufacture Haworth's UniGroup open plan furniture system, the ES line of free-standing electronic support furniture, and the Cygnia Collection wood furniture system.

Okamura will produce those lines for sale and distribution in Japan and will be provided with Haworth manufacturing technology to assure that Haworth standards are maintained under the Haworth trademark.

More information on the Orient Tour is available from BIFMA, 2335 Burton S.E., Grand Rapids, MI 49506; 616/243-1681. □

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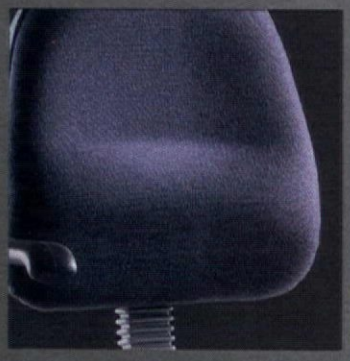
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Mallin

OUTDOOR FURNITURE PROVIDES COMFORT

Water-resistant Textilene cushions are available in several colors on the Bridgeport outdoor furniture group. The **Mallin** group includes a round, tempered glass top table with umbrella hole, swivel rockers, matching ottoman, and a four-position adjustable chaise. All-aluminum frames are powder-coated for protection from the elements. **Circle No. 208.**

BROADLOOM FEATURES TRI-COLOR STYLING

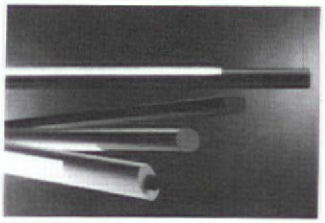
A commercial grade broadloom, Highpoint is made of 100 percent Ultron 3D nylon. The 34-ounce fabric offers tri-color styling in a contemporary graphics pattern. Highpoint's primary backing is woven polypropylene, and the secondary backing is ActionBac. Available in 18 muted colorations from **S&S Mills**, Highpoint is treated with Scotchgard plus antistat protection. **Circle No. 224.**



S&S Mills

ELLIPTICAL SHAPE OFFERS FLEXIBILITY

Elan lighting systems are oval-shaped, extruded-aluminum linear fluorescent accent and ambient lighting elements. **LAM Lighting Systems** offers Elan in direct, indirect, and directable configurations using lenses and diffusers. Elan comes in straight runs and patterns and is lit by Octron or rapid-start lamps. **Circle No. 211.**



LAM Lighting Systems



Kron

EXECUTIVE CHAIRS COME IN FOUR HEIGHTS

Senior executive chairs from **Kron** come in four different heights: high back, mid-high back, mid back (shown), and low back. Available on five-prong cast aluminum swivel or fixed elliptical bases, chairs may be specified with open or closed fully-upholstered arms. Height adjustment is regulated pneumatically. **Circle No. 200.**



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TABLE TOPS COME IN MANY SHAPES

Mesa pedestal-base tables from **Krueger** offer round, square, rectangular, and boat-shape table tops. A variety of laminates are available for table top surfaces with 14 edge treatments in wood, metal, and plastic for additional design options. Bases come in 11 designs. Tubular steel, wood, or cast metal bases can be ordered. Metal base finishes include polished chrome, brass, and powder coating. **Circle No. 217.**

COMPUTER SUPPORT UNIT OFFERS ADJUSTMENT

The "Tubé Cube" Management Station from **Tiffany Stand and Furniture Company** is a compact, bi-level computer support unit designed particularly for monitor viewing and keyboarding. Product comes with adjustable glides to accommodate any floor surface irregularities. **Circle No. 474.**

DESIGNERS INSPIRED BY SOUTH OF FRANCE

A country French-style screen-printed cotton fabric and vinyl wallcovering, Claude is part of the Colors Provence collection. Designed by **Richard Felber Designs Inc.**, the collection was inspired by the Indian paisleys and floral patterns associated with the Provence area in the south of France. **Circle No. 209.**



Richard Felber Designs

FURNITURE MEETS NEEDS OF CAD/CAM USERS

CAD-TECH terminal furniture designed to meet the needs of CAD/CAM users is available from **Karl Gutmann Inc.** Features include: enlarged infinitely adjustable keyboard/bitpad plates; adjustable CRT decks that accommodate larger graphics monitors; tilt-top reference tables; telescoping rectangular wings; and angular wings to allow a wide variety of workstation layouts. An electronics monitor stand is available for use with reference tables. **Circle No. 230.**

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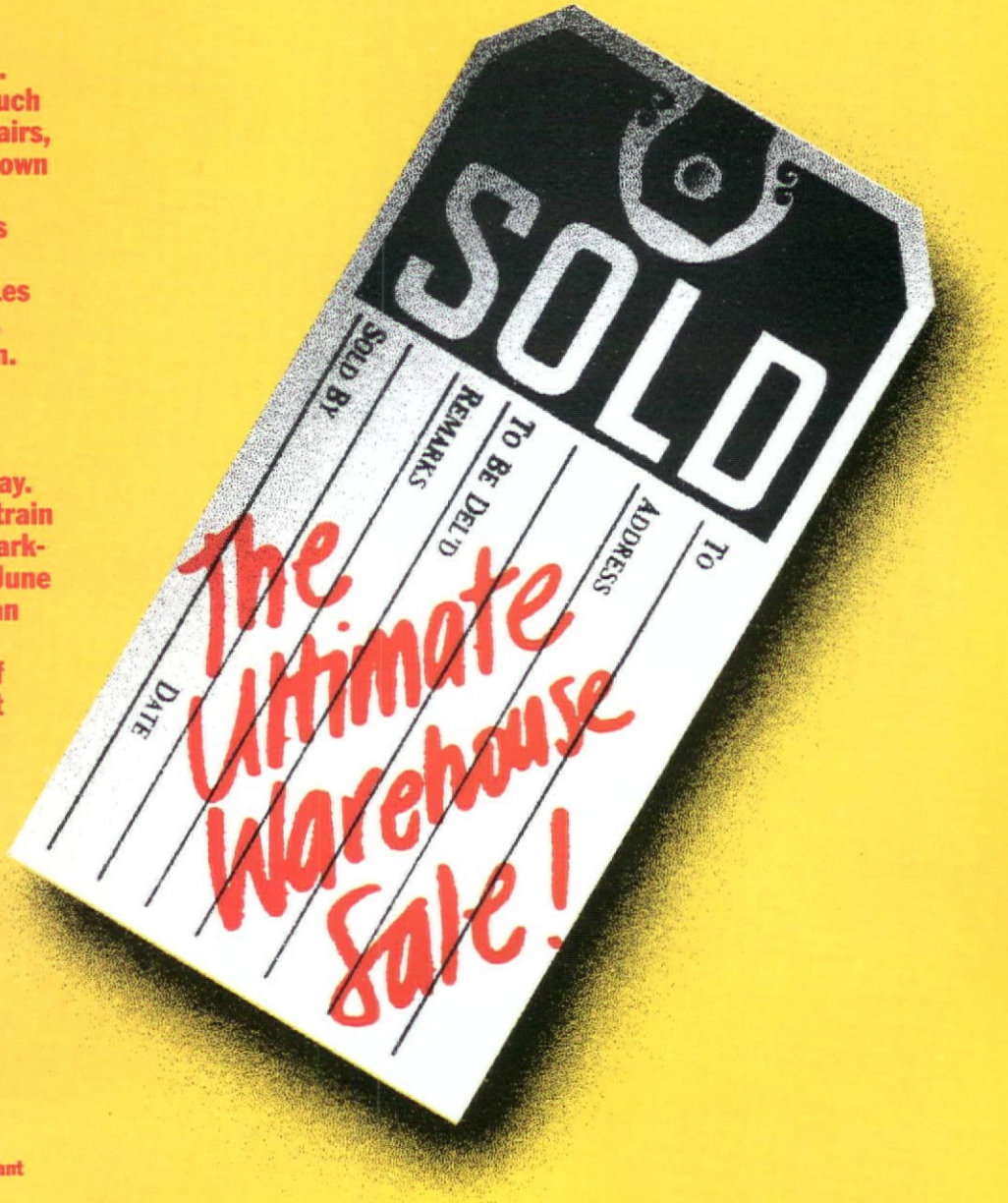
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The Joel Polsky/FIDER Endowment was established in October 1982 by the Polsky Family/Fixtures Furniture of Kansas City in remembrance of Joel Polsky, Vice President of Fixtures Furniture, and in recognition of the importance of establishing quality in education for professional interior design through FIDER.

You are invited to join in support of these purposes by making a contribution to the Joel Polsky/FIDER Endowment.

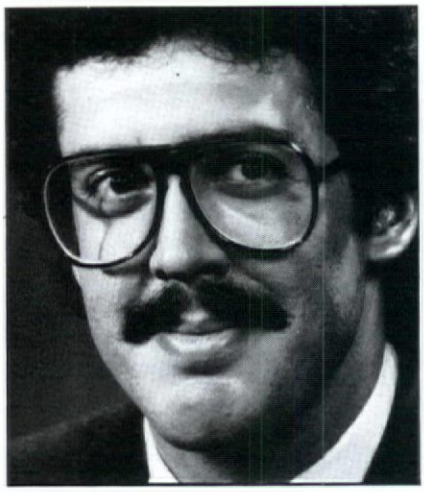
The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

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A word about FIDER. . .

The Foundation for Interior Design Education Research was "created and shall be operated for the purpose of establishing a voluntary plan for the special accreditation of programs of interior design education offered at institutions of higher learning located throughout the United States, its possessions, and Canada."

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Special projects completed by FIDER in support of its accreditation activities include:

- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
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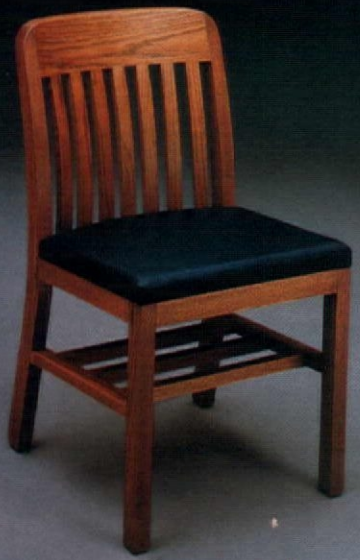


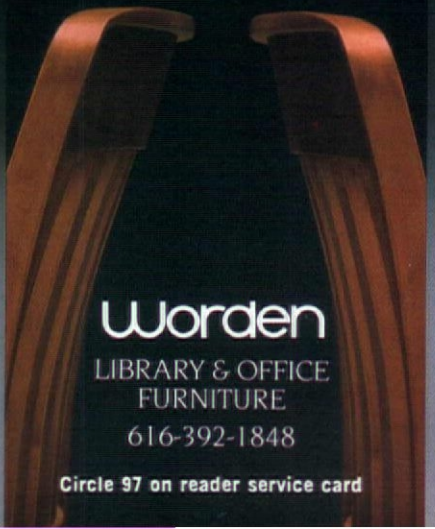


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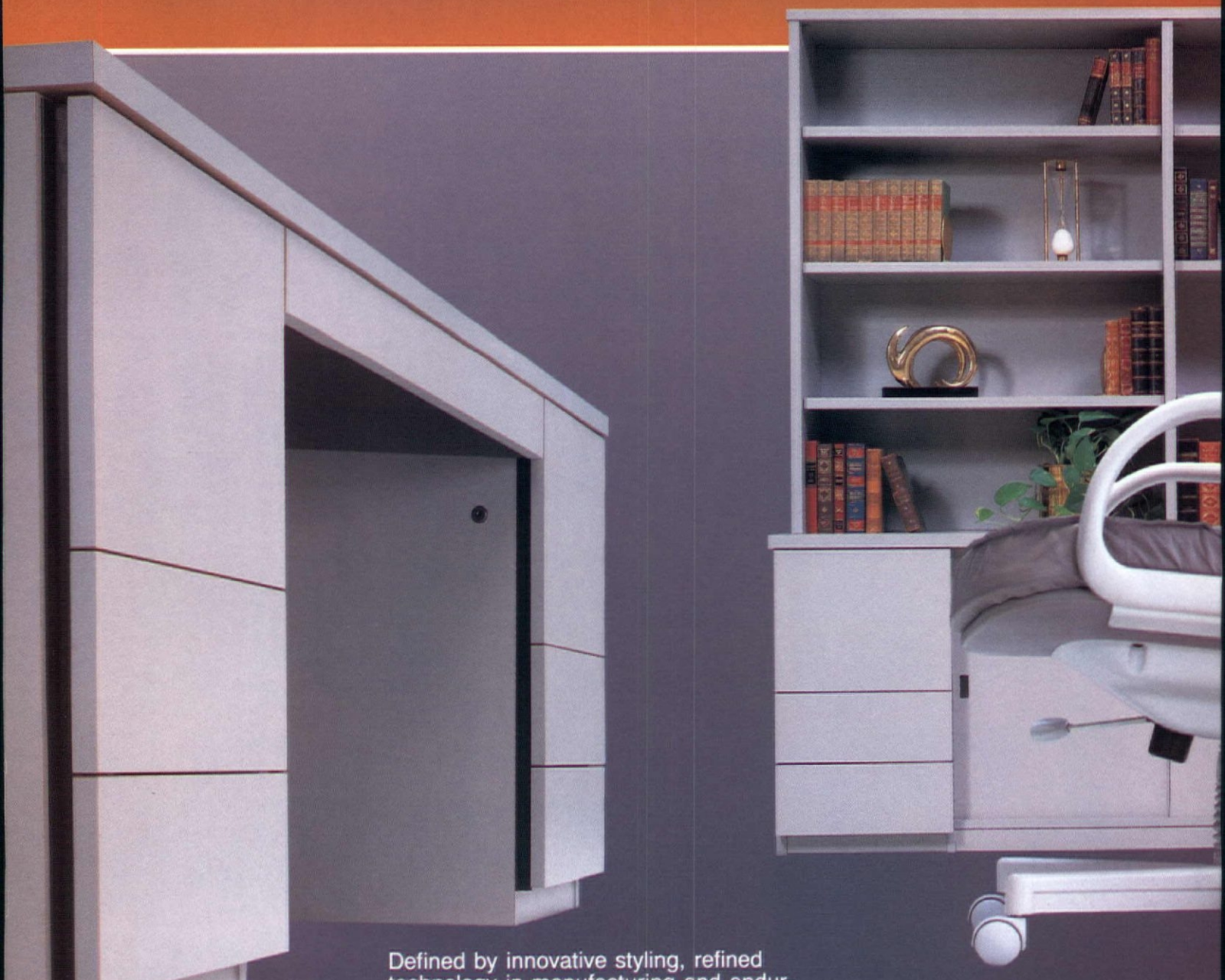
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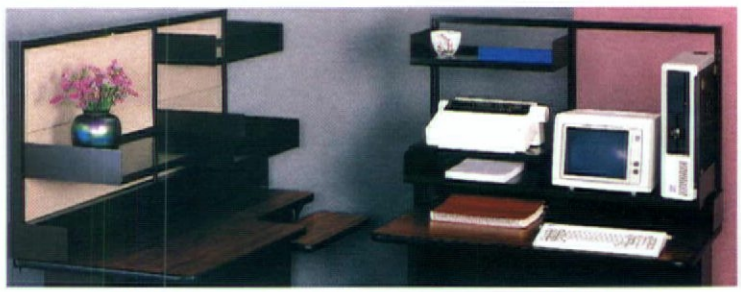
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Circle 145 on reader service card

8800 INDEPENDENCE



...A NEW EST BASE WITH SOFT SHAPES AND CURVES

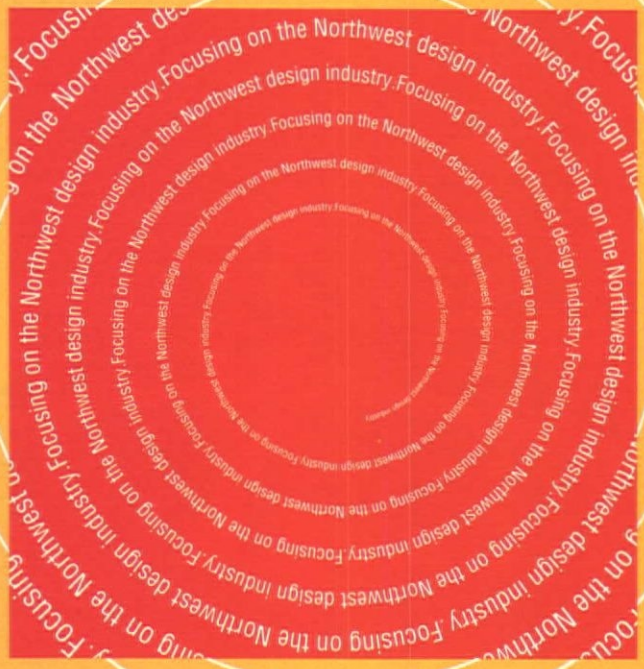
INDEPENDENCE enhances the seating being designed today. Durability, strength, and design, are important features of these die cast aluminum bases. They pass all BIFMA and ANSI requirements.

The two sizes — 23" and 25" spans — for nearly all seating designs. A variety of finishes to harmonize with most any chair. We offer buffed or satin metallic finishes with plain or painted underside and ESTSHIELD or powder coated protective colored finishes.

INDEPENDENCE is shown with our No. 5943 gas lift mechanism and No. 3001-FTS-TA-TL chair control. This new chair control provides the very latest in comfort and adaptability for seating.

EST COMPANY • DIVISION OF LEGGETT & PLATT, INC. • P.O. BOX 250 • GRAFTON, WI 53024 • (414) 377-3270

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Circle 147 on reader service card

QUICK-SHIP

... THE FASTEST WAY TO IMPROVE THE HEALTH OF YOUR BUSINESS.

HOW QS CAN IMPROVE THE HEALTH OF YOUR BUSINESS! For some time, we have been telling you how HÅG seating systems can improve the efficiency of today's office environment by reducing employee absenteeism due to back pain and other physical ailments. But now we want to explain how *selling* HÅG office chairs can improve the health of your business through faster turnover and lower on-hand inventory costs.

INTRODUCING QS FROM HÅG. Now you can carry a minimal (six models) inventory of our most popular styles and fabrics with the assurance that when you sell a HÅG chair, it can be quickly replaced. It's all part of our new QS program-six of our most popular styles and fabrics with a guarantee that we will ship replacement stock on any approved reorder to a HÅG dealer.

Now you can turn more chairs faster with less inventory-just call your HÅG sales representative for more details on how you can...

IMPROVE THE HEALTH OF YOUR BUSINESS WITH QS FROM HÅG!





HÅG

HÅG USA INC.
108 Landmark Drive
GREENSBORO, NC 27409
Phone: 919/668-9541
Toll free: 1-800-334-4839

Circle 148 on reader service card

Circle 151 on reader service card

Mass seating.



A stack chair should solve your space problems.
That's why the Varix stacks up to 24 chairs high, and still fits easily through an 80 inch doorway.

Varix™ First chair, first choice. Samsonite® FURNITURE

Inspiring.

For more information, call 1-800-527-6278. In Tenn. call 615-893-0300.

Guest seating.



The design of a chair should be as appealing as the reason for sitting down.
That's why the new Varix chair is as inviting to the eye as it is to the body.

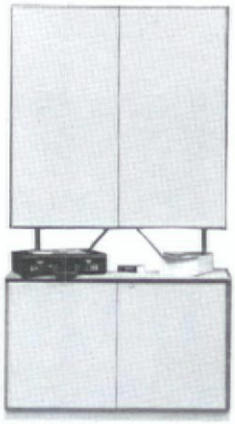
Varix™ First chair, first choice. Samsonite® FURNITURE

Inviting.

For more information, call 1-800-527-6278. In Tenn. call 615-893-0300.

Circle 152 on reader service card

PRODUCTS & SERVICES



EHB Industries

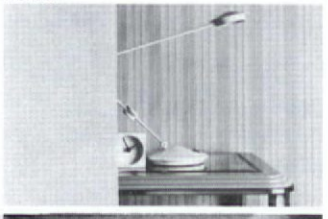
FURNITURE LINE MEETS CONFERENCE NEEDS

The Conference Center from **EHB Industries** includes matching cabinets, lectern, and credenza. Products feature solid color, solid wood radius, and high-pressure laminate. **Circle No. 469.**

WALLCOVERINGS MEET FIRE CODES

Pervel Commercial Wallcoverings offers two new wallcoverings, "Stratton" and "Mystic." Both patterns are 21-oz. vinyl. Stratton is a striped pattern, while Mystic features a textile-type look. Products are Class A fire-rated. **Circle No. 467.**

Pervel





Coral of Chicago

WALLCOVERING IS DESIGNED FOR CONTRACT USE

Coral of Chicago offers a new wallcovering for contract use—Cobble, a highly-textured 100 percent polypropylene product. The wallcovering is available in 13 colors with multi-colored flecks for a heathered look. **Circle No. 468.**

ERGONOMIC SEATING LINE INCLUDES ELEVEN MODELS

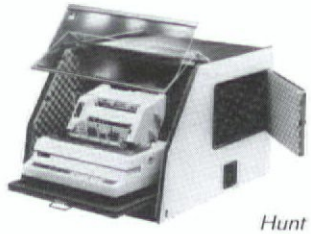
Harvard Interiors Manufacturing Company has introduced its 200 Series Ergonomic Seating line. Eleven models include task chairs, manager's chairs, and side chairs. Conveniently located paddles control pneumatic adjustments for height, back angle, and seat tilt. Metal finish is black powder-coated epoxy, with black dual wheel casters. **Circle No. 470.**



Harvard Interiors

ACOUSTICAL COVER OFFERS FRONT GLIDE MECHANISM

Hunt Manufacturing Company offers a new "Lit-ning" Sound Shield Acoustical Cover for dual-bin sheet feeders. Front glide mechanism slides out, locks in place, and provides effortless access. **Circle No. 471.**



Hunt

CHANDELIER FEATURES GLASS

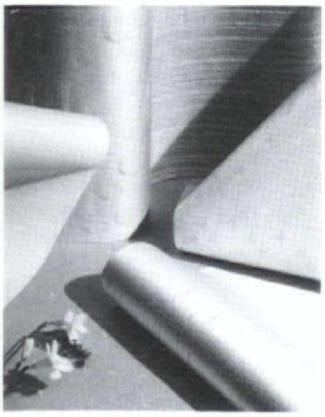
Hand-blown and textured Venice glass is cut to fit each fixture in the **Lumen Design Co.** product line, Model 4948 (Shown) is 14-in. high and 6-ft., 8-in., in diameter. Glass is hand-cut to fit each fixture. **Circle No. 472.**



Lumen

WALLCOVERINGS SHOW UNDERSTATED DESIGNS

Eleganza wallcoverings trace their design origins to Italy and northern Europe. From **Sunwall**, the collection features gentle colorations and understated designs.
Circle No. 206.



Sunwall

PNEUMATIC MOVEMENT ENHANCES OFFICE CHAIR

From **Charvoz-Carsen Corp.**, the Presidential Action Chair offers swivel-tilt relaxation. The seat and back tilt in unison with the touch of a single button. Pneumatic movement enhances the chair's adjustability. **Circle No. 202.**



Charvoz-Carsen

GUESTROOM FURNISHINGS RESIST SPILLS, STAINS

With pecan veneers, the Headliner collection of guestroom furniture features laminate tops that resist spills, stains, and scratches. The **Stanley Furniture** collection includes a credenza with back gallery rail, large mirror, TV chest, guest tables, night stand, wall-mounted headboards, and desks.
Circle No. 223.



Cramer

PANEL SYSTEM CAN BE REARRANGED

TechSpace is a panel system targeted at light industrial markets such as electronic assembly. From **Cramer Inc.**, TechSpace consists of a group of steel-frame panels upon which modular components can be attached. These components can be quickly rearranged in virtually unlimited combinations.
Circle No. 207.

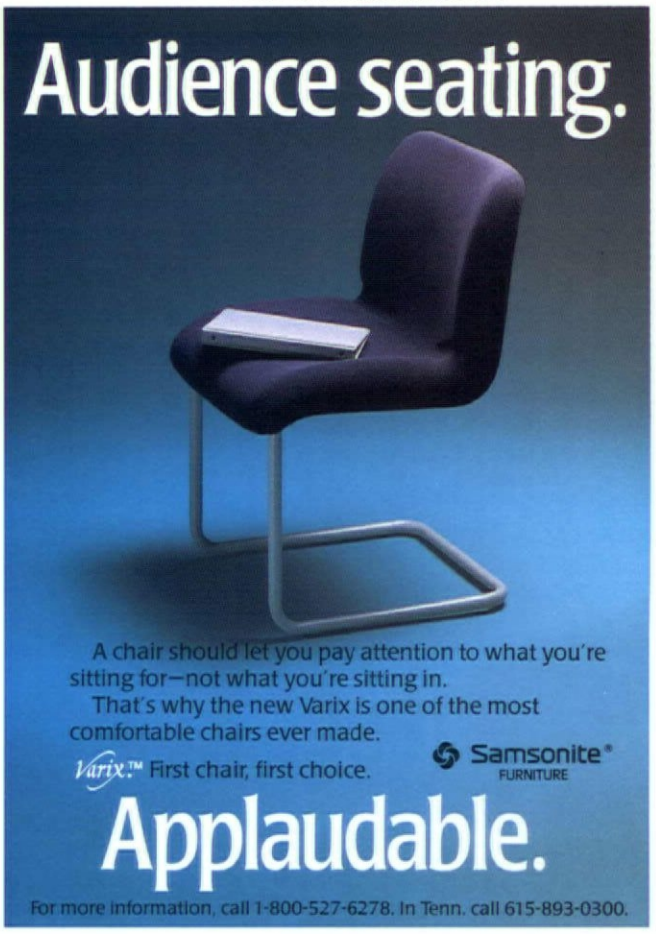


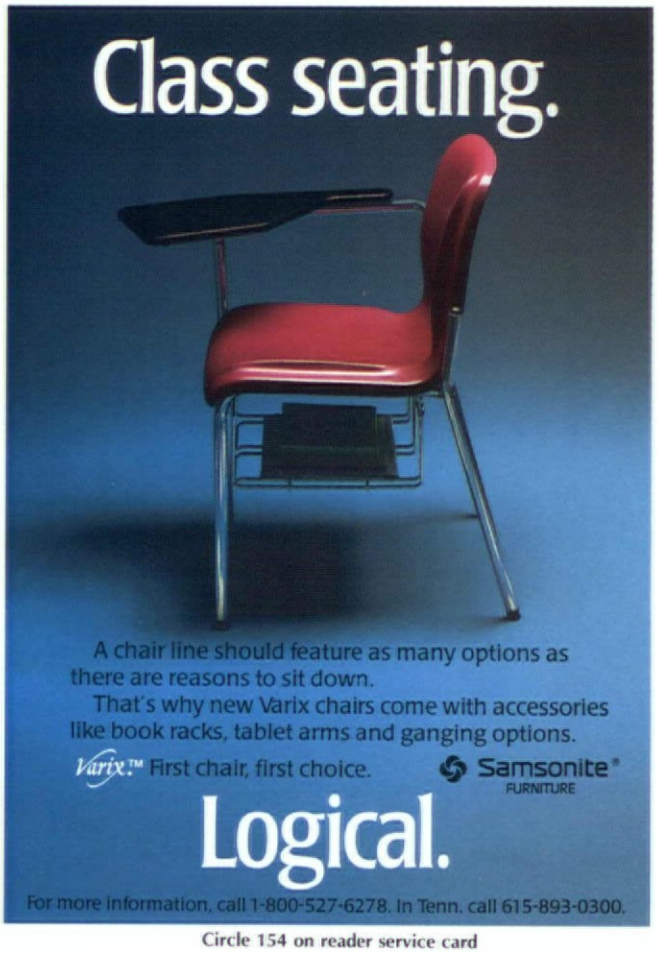
Lundia

SYSTEM MEETS FILING/ STORAGE REQUIREMENTS

Lundia has extended its line of mobile storage systems with the Fullspace FS 2000 system. The maximum-density system provides for storage and retrieval of office records, legal files, and reference materials. Three options in system operation are offered: manual, mechanical assist, and electrical. The FS 2000 incorporates a new carriage design with an increased strength-to-weight ratio.
Circle No. 222.

Circle 153 on reader service card





Circle 154 on reader service card

S.M. Hexter 29th Annual "Interiors of the Year" Awards

First Award Residential

Celeste B. Cooper, ASID
The Cooper Group, Inc.
Boston, MA

The Living Room of a late 19th-century Townhouse, selected by the Jury for the designer's integrity in updating a traditional background to create a comfortable, contemporary environment suitable to the client's tastes.





First Award Contract

C. Scherer Byrd, ASID
Tokerud & Byrd Interior Design, Inc.
Houston, TX

The Reception Area and Chief Executive Office of General Affiliates, a Houston corporation, selected by the Jury for the designer's expertise in developing a warm and intimate space through layout and choice of furnishings and lighting.





Honorable Mention Contract
Robert J. DiLeonardo, ASID
DiLeonardo International, Inc., Warwick, RI

Honorable Mention Contract
Sperantza A. Sobol, ASID
S.A.S. Interior Design, Rochester, NY

The Judges

Joy E. Adcock, FASID National President of the American Society of Interior Designers, and Director of Design, Michigan State University, East Lansing, MI
Helen C. Griffith, Editor, Southern Accents Magazine, Atlanta, GA
Jennie Pugh, IBD, National Vice President of the Institute of Business Designers and associate of Corry Hiebert, Irving, TX
Jay Spectre, ASID, Jay Spectre, Inc., New York, NY
Bebe Winkler, ASID, Bebe Winkler Interior Design, New York, NY

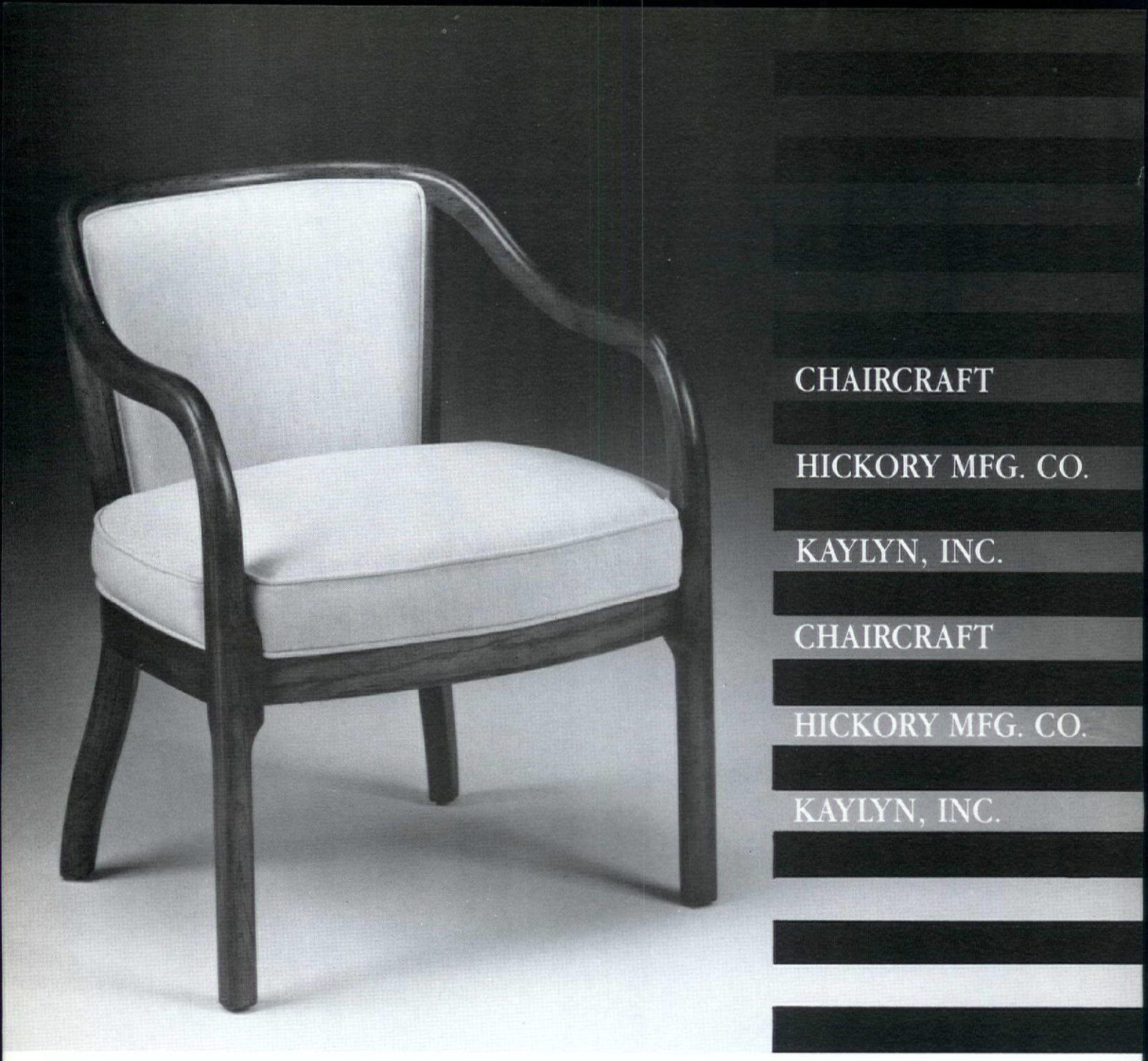
Showrooms:
New York, D&D Building, 979 Third Ave. (212) 355-5587; Cleveland, 2800 Superior Ave. (216) 696-0146; Chicago, Space 6-136, Merchandise Mart; Los Angeles, Pacific Design Center; Atlanta, Boston, Cincinnati, Dallas, Denver, Detroit, Hawaii, Miami, Minneapolis, Philadelphia, Phoenix, San Francisco, Seattle, St. Louis, Toronto, Vancouver, Washington D.C.

Du Pont TEFLON soil & stain repeller

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WINNERS



INTRODUCTIONS AT NEOCON

Winners abound in Space 10-102 this year. Winning entries from our furniture design contest will be on display. Introduction of The Studio Collection, an exciting new radius edge line. An expanded Quick Ship Program with additional product and several new colors. A fabulous new "Possibilities" table program that works in the boardroom as well as the cafeteria. And for your personal pleasure, a special gift we've chosen to show our appreciation of your continued support. See us. Space 10-102.

L·U·I
CORPORATION

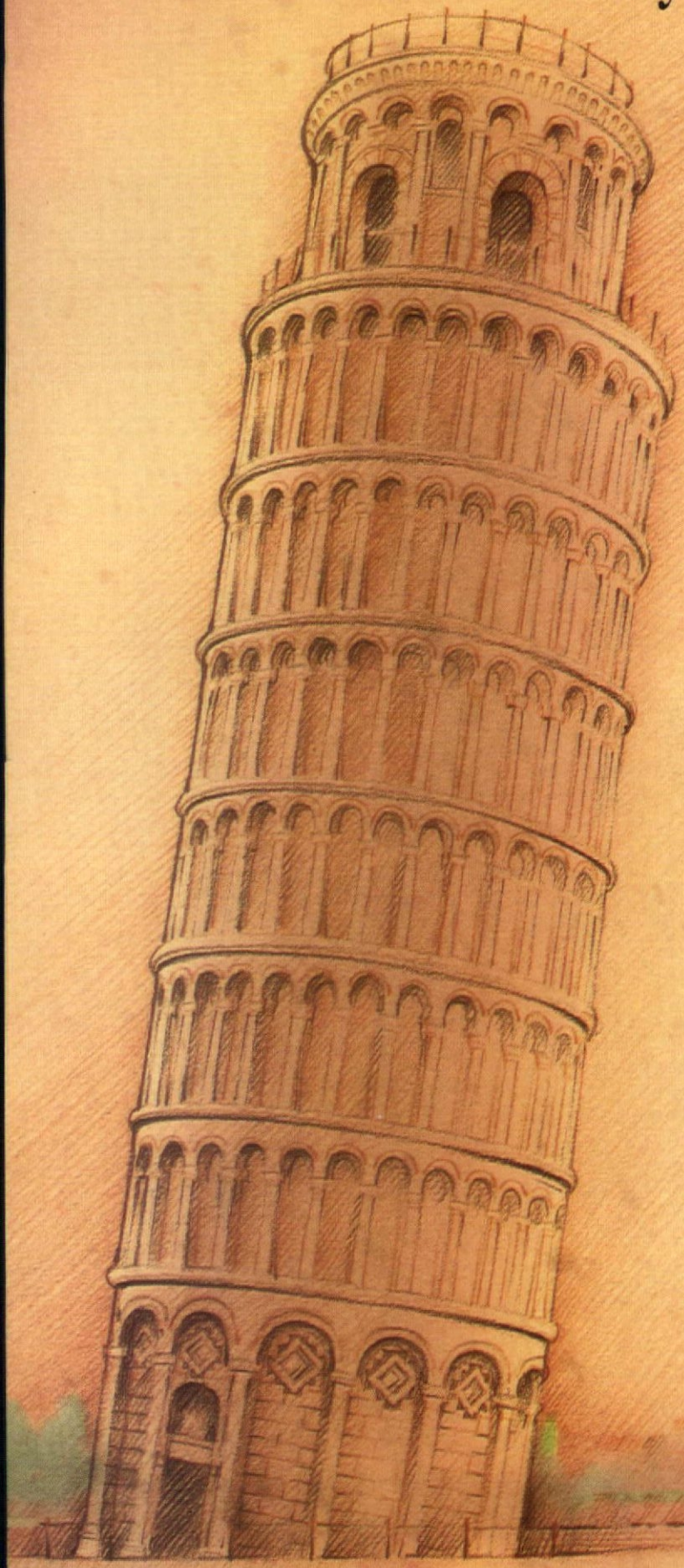
Executive Offices: Baltimore • Seattle

1-800-638-4111

Showrooms: Chicago • New York

Circle 157 on reader service card

Sometimes what you thought would last, lasted. But not the way you thought.



If you've been swayed to believe that glazed tile is a good choice for high traffic floors, you've been presented with a lop-sided view.

Real quarry tile is the only smart choice for long-lasting results in heavy traffic areas. Summitville quarry tile is made from the finest clay and shale, extruded to provide uniform density, strength and color — a full 1/2" of solid color that lasts and lasts.

MADE IN AMERICA

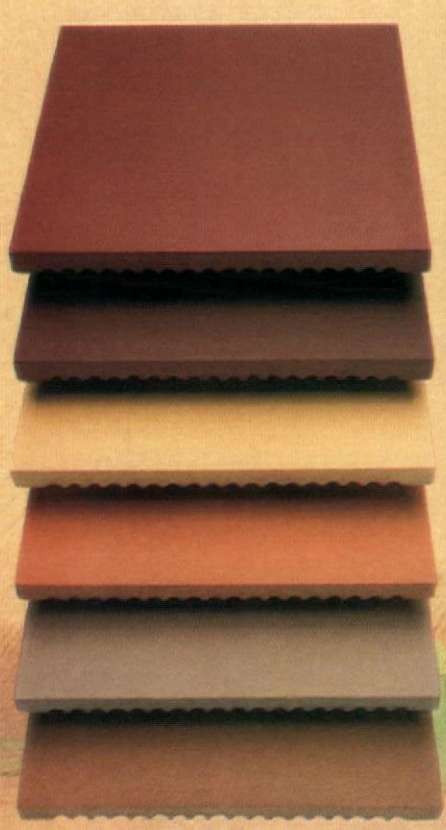
Compare that to the .0025" surface treatment of a glazed paver tile that has been advertised as suitable for high traffic areas.

Why risk performance with a product that claims to be "the smart choice over quarry" when you can have the real thing...Summitville quarry tile, a proven performer that passes the tests of time and heavy traffic.

Check the standards before you specify. Glazed tile that wears out before its time could set your best laid plans askew. But Summitville quarry tile will last just like you thought it would.

Summitville®

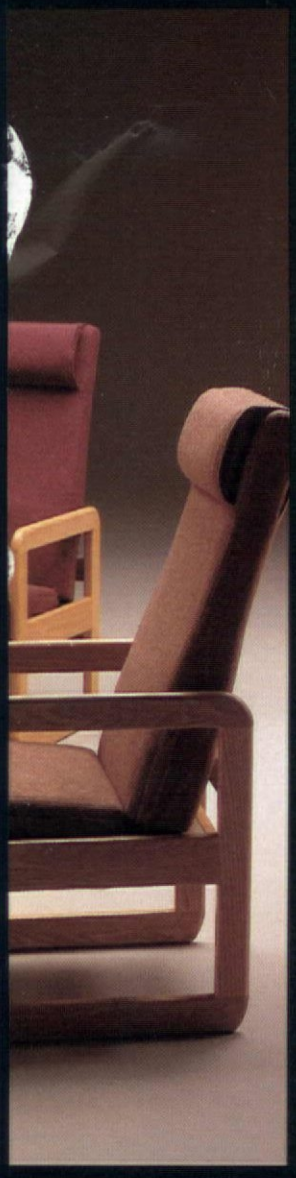
Summitville Tiles Inc. · Summitville, Ohio 43962

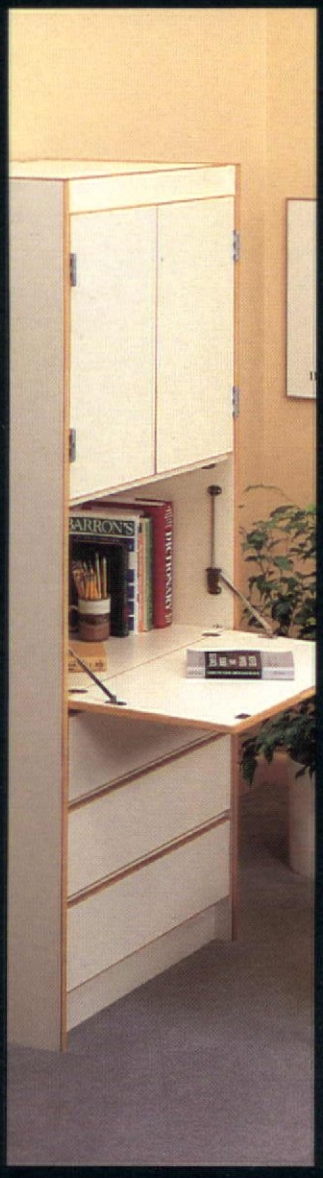


Circle 158 on reader service card

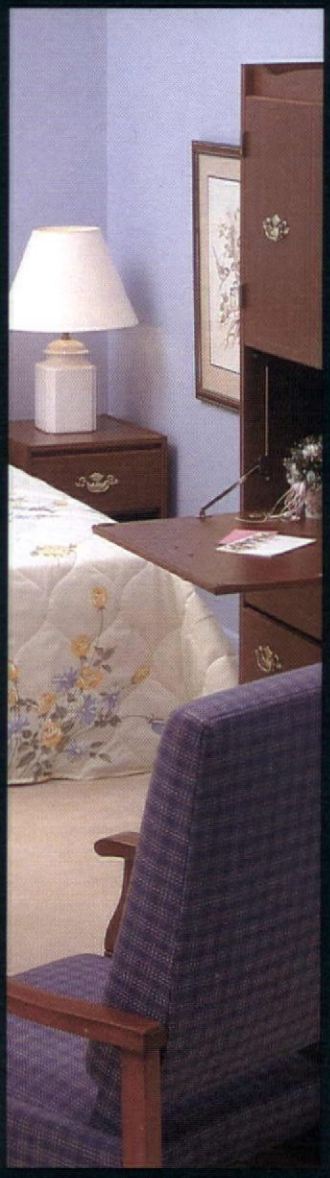
NEMSCHOFF: THE QUALITY SOURCE

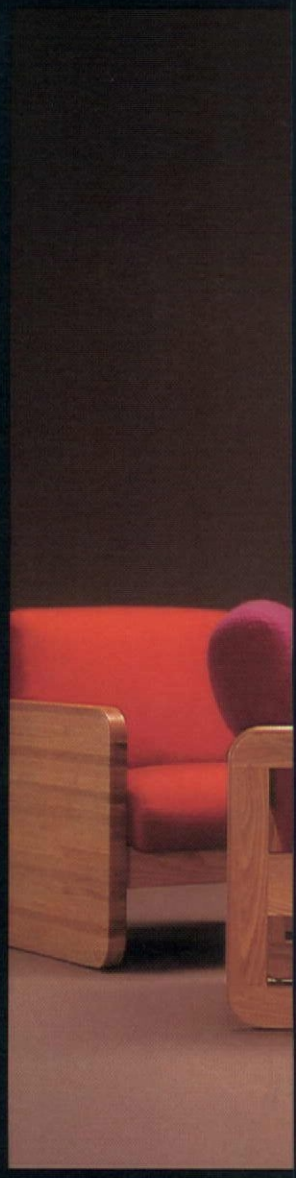
Lounges...patient rooms...dorms...retirement homes or conference rooms. Nemschoff is the finest source for furniture that fits the specification. That's because Nemschoff casegoods and seating groups are designed for the end user–influenced by the specific needs for comfort and durability. Easy maintenance, too. Like flip-loc® designs for instant renewal of fixed cushions, or casegoods with dry construction for on-site part replacement. That's just part of the Nemschoff story. For a complete view of our line, call or write for the name of your nearest Nemschoff representative.









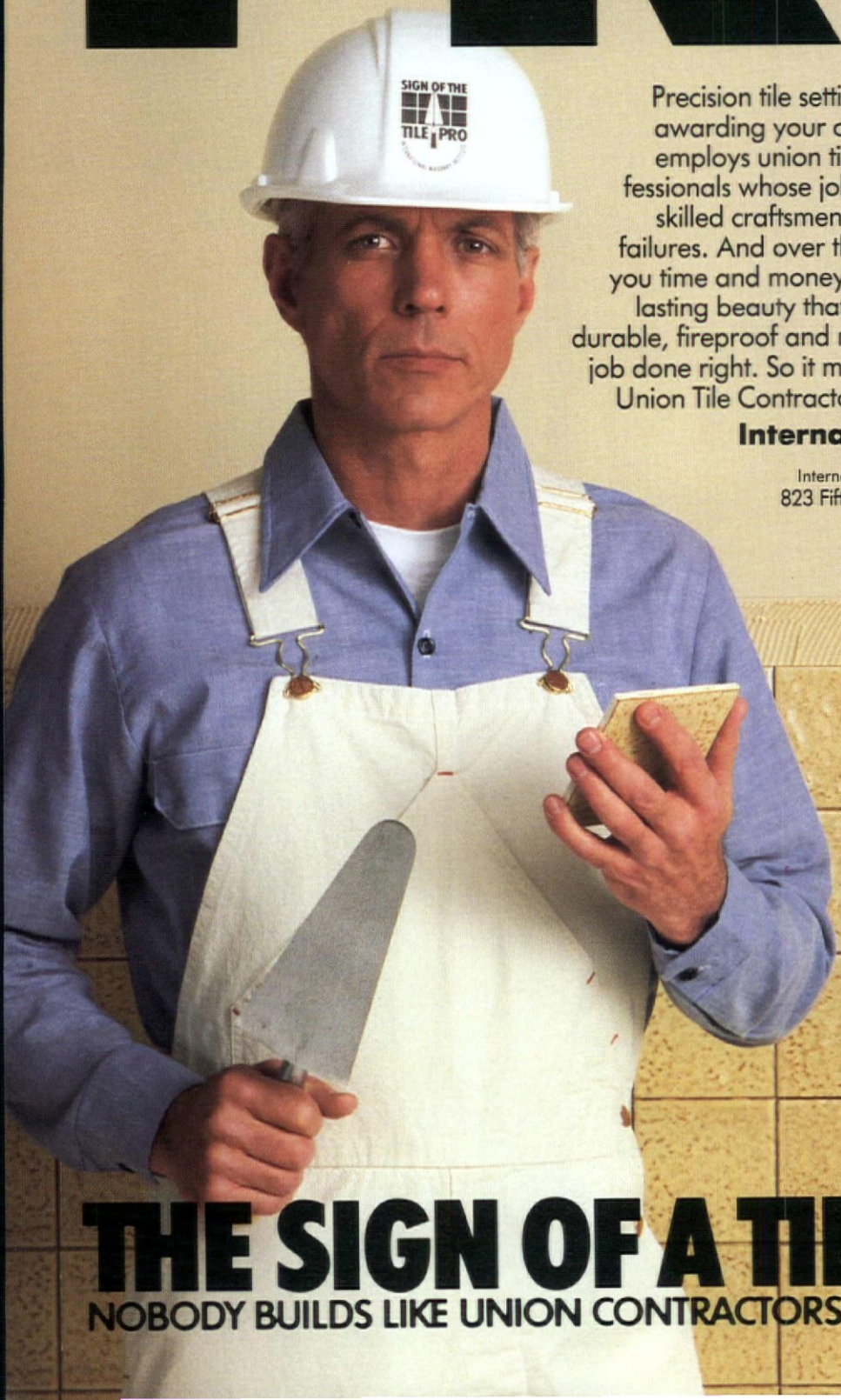


NEMSCHOFF

General Offices: 2218 W. Water Street, Sheboygan, WI 53081 Phone 414-457-7726
Showrooms: Chicago, 1193 Merchandise Mart; Dallas, 605 Oak Lawn Design Plaza; New York, 150 East 58th Street

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Precision tile setting is a job for professionals. By awarding your contract to a tile contractor who employs union tile setters, you've engaged professionals whose job management experience and skilled craftsmen will protect you from costly job failures. And over the life of your building will save you time and money. They'll provide tile surfaces of lasting beauty that help make your building more durable, fireproof and maintenance free. You want the job done right. So it makes sense to call on the pros—Union Tile Contractors and Craftsmen.

International Masonry Institute
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NOBODY BUILDS LIKE UNION CONTRACTORS AND CRAFTSMEN.

When you want support for your decisions

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Suspension know-how comes from nearly 25 years of manufacturing gas cylinders for chair adjustment (with millions of units in use today). Suspa **means** suspension, and as suppliers of height, back and seat adjustments to over three-quarters of the U.S. seating industry, we've covered the bases.

Design aid is included when you come to Suspa for support. We have worked with hundreds of chair makers in providing the most appropriate adjustments for new or revised seating designs.

Follow-up and follow-through is how Suspa has built its support. Ask any of our customers, and they'll confirm our responsiveness and attention to detail. We support **you** as well as your designs.

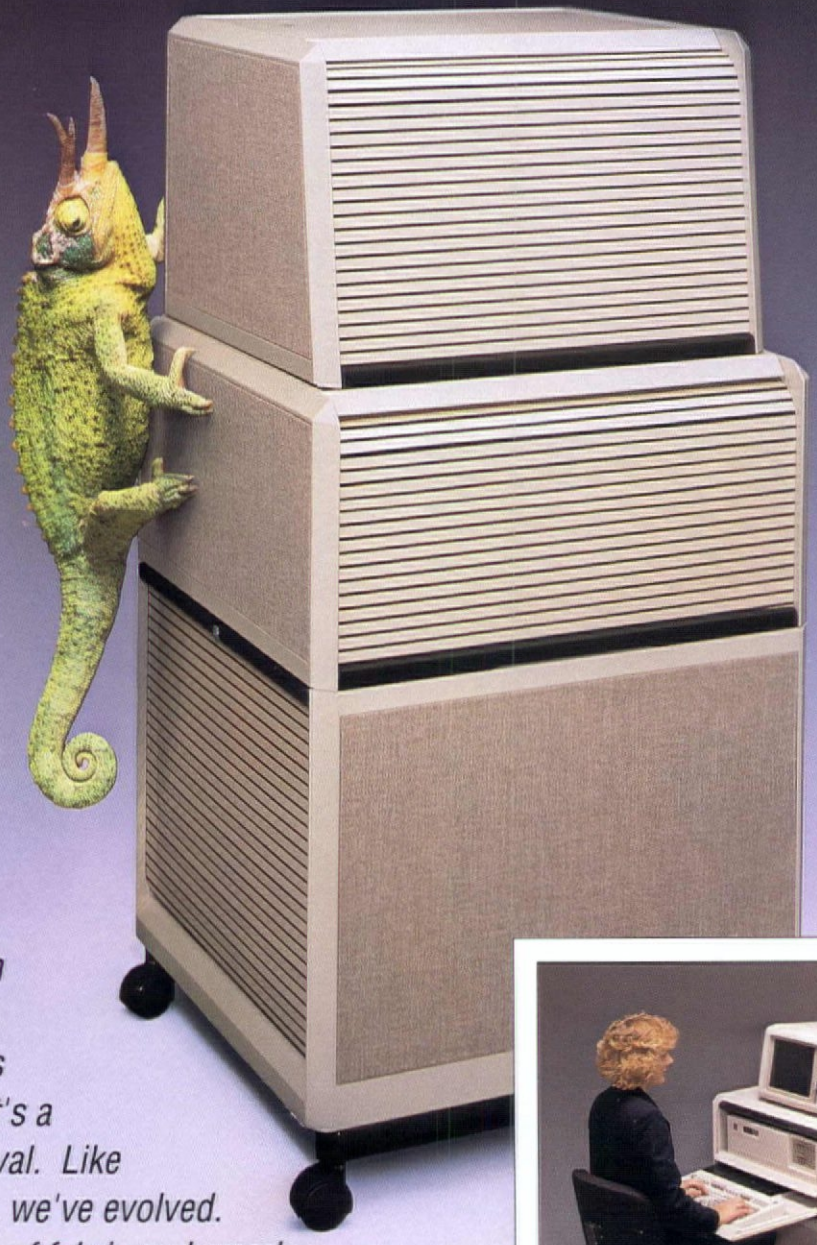
Worldwide acceptance has been achieved to the extent that Suspa is the leading manufacturer of mechanical, hydraulic and hydro-pneumatic devices. And a measure of our workmanship is reflected in the 27-month warranty provided with each gas cylinder, our 3+ years IDEALIFT and 4+ years ISIFIT product warranties.

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SUSPA COMPART

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Both come in more than one color.



The chameleon changes colors to blend into its environment- it's a matter of survival. Like the chameleon, we've evolved. With a rainbow of fabric and wood accent panels to choose from, the Innostation by Simonton Industries will adapt to any office environment. The Innostation could have relied just on it's unique modular design, rugged light-weight (Noryl) construction, or UPS packaging, but in the computer furniture jungle, it's survival of the fittest. Find out how easy the new Innostation can fit into your plans!



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Herman Miller

STACKABLE CHAIR HAS A RESIDENTIAL LOOK

Designed by Dragomir Ivicevic, the Proper chair from **Herman Miller** has a residential look even though it is stackable. Arms and legs are made of oval steel tubing; screws or fasteners aren't visible from any angle. **Circle No. 205.**



Stained Glass Overlay

GLASS PANELS ACCENT ANY DECOR

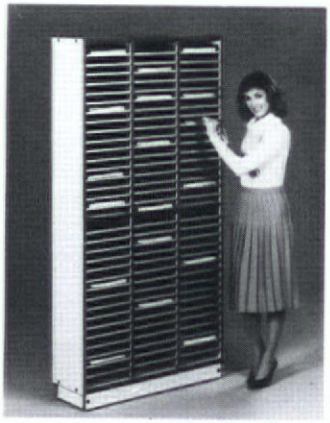
A patented stained glass process developed by **Stained Glass Overlay** transforms any glass or mirrored surface into designer glass. Beveled glass panels are available in more than 30 standard styles or in custom patterns. They will fit all standard door and window frames. **Circle No. 225.**

FABRIC OR LEATHER COVERS SEATING UNITS

Sofas, chairs and casegoods built by **HK Furniture** are being introduced for the first time in the U.S. The firm has been in operation in Great Britain since 1933. **Circle No. 238.**

MODULES FILL OFFICE, MAILROOM FUNCTIONS

Hamilton Sorter's Freestanding Sort Modules are available in three or four section widths to accommodate standard, legal, and oversize material. **Circle No. 226.**



Hamilton Sorter

THREE TABLES POSSESS MASTERFUL SILHOUETTES

Larry Williams, ASID, has introduced his X-Series cocktail table collection for **Keller Williams.** Streamlined steel bases bear tops of Avonite, sparked by slender brass trim and tiny brass ball detailing. The bases are offered in polished steel and in "Verde," a rich, oxidized green patina. **Circle No. 234.**



Keller Williams

SHELVES, MIRRORS ADD TO ROOM DECOR

Autumn Guild has expanded its accessory furnishings collection to include a line of marble wall shelves and matching mirrors. Uniquely shaped marble blocks form the base of the shelves and can be arranged in a number of ways. Available in beige or black, the marble bases can be used as individual display units or to support glass shelves. **Circle No. 236.**

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PRODUCTS & SERVICES

ALL-CABLE DESK LAMP COMES IN THREE COLORS

Murray Feiss Corp.'s all-cable desk lamp can be used on a worktable, endtable, or desk. It comes in red, black, or white. **Circle No. 210.**



Murray Feiss

MOTORHOME FEATURES WALL-TO-WALL CARPETING

Executive Industries Inc.'s Diplomat motorhome features wall-to-wall 100 percent Trevira polyester carpeting by **Cambray Mills.** Bradford carpet in three custom colors was specified. **Circle No. 201.**



Alkco

ACCENT LIGHTING LASTS A LONG TIME

Three optical packages are available in the Lumenizers aiming-adjustable fixture series. The 15,000 hour life of the Lumenizer HQ1 lamp can result in relamping every four years, versus every six months with standard incandescents, according to **Alkco.** The lamp replicates quartz halogen lighting, but is four times more efficient. **Circle No. 213.**

WOULDN'T A SQUARE TREE MAKE A PERFECT LOG?



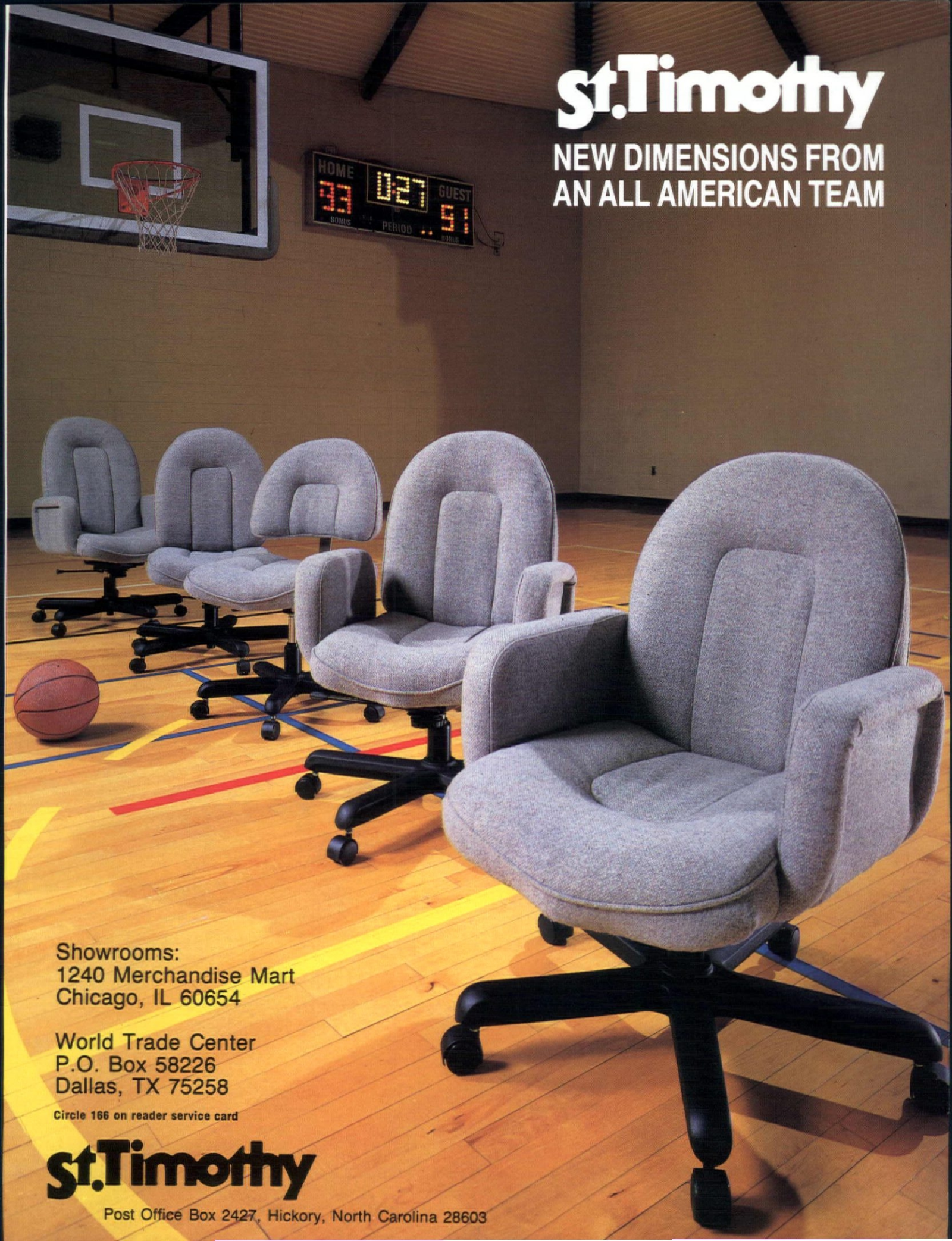
1 Lumber could be cut to fit rectangular cabinet dimensions. **2** Veneers could be sliced so that 100% of the log would be usable. **3** Expensive, highly skilled labor could be eliminated. ■ **BROOKLINE**® is this perfect veneer: genuine hardwood supplied in rectangular dimension sheets, as though cut from a square tree, and available in HUNDREDS of plain or exotic grain patterns. BROOKLINE offers all of the advantages—and none of the headaches—of conventional veneers. Grain patterns are uniform, sheet-to-sheet. Costs are uniform, flitch-to-flitch. From the time the hardwood is cut into veneer until it is delivered to the customer. BROOKLINE is subjected to no less than 10 inspections to assure excellent quality control. Vat-dyed real wood is available in combinations of more than 1,500 patterns and shade variances, offering perfect color control for fill-in matching. BROOKLINE eliminates bleaching and accepts all common finishes. Programmed delivery assures no out-of-stock.

BROOKLINE IS NATURE'S HANDIWORK
FASHIONED TO YOUR PRECISE NEEDS—LIKE A SQUARE TREE.

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- ***Without licensing interior designers could lose their ability to work, unimpeded, in interior spaces.***
- ***Without licensing the health, welfare and safety of the public will not be protected.***
- ***Without licensing consumers will not be able to discern a qualified, from an unqualified, designer.***

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- Decorators Club
- Institute of Business Designers (IBD)
- International Society of Interior Designers (ISD)
- National Home Fashions League (NHFL)
- Unaffiliated interior designers throughout New York State

IDLNY

INTERIOR DESIGNERS FOR LICENSING IN NEW YORK

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Yes, I'd like to receive more information on licensing!

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Lightolier

FIXTURES CREATE A SOFT LIGHTING EFFECT

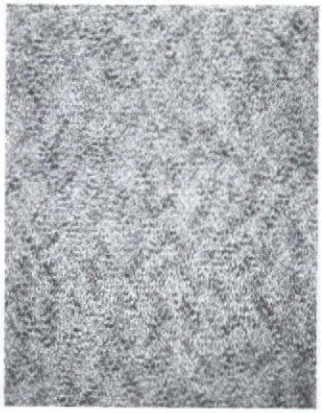
Lightolier's fixtures feature curved panels of cased opal glass that create a soft, translucent lighting effect. Each panel is enhanced by horizontal grooves and polished brass finishes. Hanging pendant models, close-to-ceiling fixtures, and cased opal sconces are in the series. **Circle No. 212.**

UMBRELLA CONTAINS STRIP LIGHTING

Custom wood umbrellas are available from **Terra Furniture Inc.** Shown is a 7-ft.-square hanging umbrella with strip lighting. It can be used over restaurant tables or to create interesting ceiling effects. **Circle No. 216.**

CARPETING BRINGS A SPLASH OF COLOR

Carnaby, a subtle random patterned, textured level loop carpet, features yarn dyed multicolor combinations in DuPont Antron Precedent nylon. An integral part of the carpet fiber is DuraTech, developed for superior soil, stain, and static resistance. In 13 colorways, Carnaby is available from **Bentley Mills. Circle No. 229.**



Bentley Mills

IBD
Network Profile

The Institute of Business Designers is proud to present its inaugural copy of the *IBD Network Profile*, a publication developed to provide corporate clients, facility managers, architects, end-users, and manufacturers with a single resource for identifying qualified contract interior designers. The document is a national directory of the members of the Institute of Business Designers and the firms that employ IBD designers, including:

- The entire IBD membership listing (categorized by region and chapter)
- 450 design firm profiles (categorized by state and city)
- 40 color pages of design firm presentations
- IBD Awards & Recipients
- Membership Information

Inquiries & Orders to:	Price		No. of copies	Total
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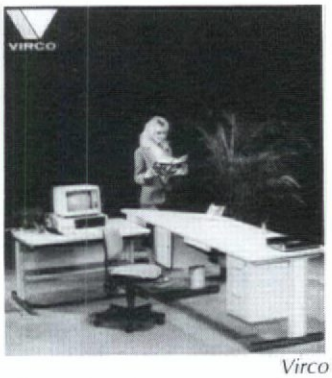
Information on designing entrances accessible to the handicapped is covered in a catalog from LCN Closers. The firm's line of handicapped-related door control products is also featured. **Circle No. 240.**



LCN Closers

Sixty-six volumes of the Annual Book of ASTM Standards and several hundred special technical publications, compilations, data series, and standard adjuncts are described in the 1987 ASTM (American Society for Testing and Materials) publications catalog. **Circle No. 239.**

Decorail is suited for restaurant booth dividers and decorative rail systems. A catalog from Glenn J. Wylie & Associates Ltd. describes accessories, caps and connectors, custom Decor Strip inserts, and rail/tube wraps. **Circle No. 251.**



Virco

Virco Mfg. Corporation offers a color catalog featuring the complete line of Virco Contract Furniture. Included are ergonomic and stack chairs; the Executive of wood furniture; and folding, office, and computer support furniture. **Circle No. 466.**



BASF

BASF Corp. is profiled in a brochure that lists offices, plants, and management. BASF Fibers offers customers nylon, polyester, rayon, acrylics, conductive fibers, and yarns. **Circle No. 252.**



CHF Inds.

Conference tables and bases fill the pages of a catalog from CHF Inds. A quick-ship program is explained on the eight-page catalog's back cover. **Circle No. 248.**



Haworth

Haworth's International Office Furniture brochure explains the versatility of the UniGroup office furniture system, ES electronic support furniture system, and the Cygnia Collection wood furniture system. **Circle No. 465.**



ONE PICTURE IS WORTH A THOUSAND HAMBURGERS

Wendy's has discovered there's an art to selling hamburgers. When Wendy's in Cincinnati decided to help local artists, they developed a calendar which featured paintings of scenes of the city, like the one pictured here. The calendar was sold for $1.19 in 26 of its Cincinnati restaurants. Wendy's donated 10¢ to the Cincinnati Commission on the Arts for each calendar sold. The calendar sales improved Wendy's image in the community and produced $2,000 for the Commission.

From Wendy's to Flanigan's Furniture Inc., the Business Committee for the Arts is helping companies of all sizes discover that supporting the arts can paint a nice picture for their business. The Business Committee for the Arts can show you how collaboration with the arts can enhance your company's image, benefit your employees, and offer tax advantages. Call them.

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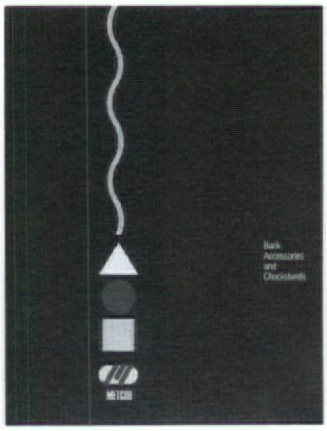


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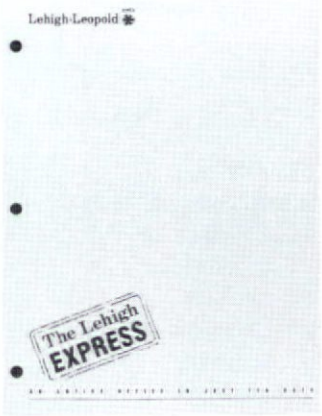
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CATALOGS & BROCHURES



Metcor

Metcor's Bank Accessories and Checkstands catalog includes security pens, grommets, and signage. The Wedge System, 2000 System, and 1000 System of accessories join checkstands in the color catalog. **Circle No. 244.**

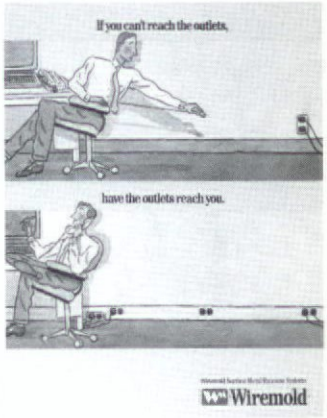


Lehigh-Leopold

An entire office, contemporary or traditional, can be shipped in 10 days with the Lehigh Express program. From Lehigh-Leopold, the program includes products from the Group 63, Group 64, Winfield, Barrister, Max, and Rondo lines. **Circle No. 245.**

The IBD Network Profile is the official directory of the Institute of Business Designers. It contains a listing of all IBD members and profiles of 500 design firms. The directory includes listings of IBD's chapter and national boards of trustees, national office staff, fellows of the institute, IBD awards and recipients, and membership information. Cost is $75 for IBD nonmembers ($45 for members and students) plus $7.50 shipping and handling.
Circle No. 241.

Brochure from The Wiremold Co. shows several applications of the firm's surface metal raceway. The large raceways available are detailed, with sizes, capacities, mounting profiles, and engineering specifications given.
Circle No. 243.



Wiremold

Examples of designer glass are displayed in a brochure from Stained Glass Overlay. Included are restaurant, beauty salon, and bath applications. **Circle No. 249.**

The American Institute of Architects has issued "The Observer Observed, A Scrapbook of Architectural Criticism, Volume 8." The 284-page work contains clippings of architectural criticism in the mass media. **Circle No. 242.**

Desk and furniture modules in the Geva collection permit a wide range of layout variations and reconfigurations. The collection consists of Genus and Volute, two distinct product lines with their own design detailing. Each line is pictured in its own brochure, available from Gunlocke. **Circle No. 246.**

A floating panel staging system is described in a brochure from Stage Rite Corp. Support services are detailed and accessories are pictured. **Circle No. 250.**

An answer to the problem of small spaces is the clack folding chair from Fixtures Furniture. When closed, clack takes up only half the space of conventional folding chairs, according to product literature. The chair's steel frame is available in black epoxy or optional bright chrome finish.
Circle No. 253.

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Manufacturer seeking representation throughout U.S. to call on Architects, Real Estate Developers, General Contractors, Interior Designers, etc. Exclusive Territories Available. Contact: Design Sales, Attn: Steve Stanley, V.P., 5980 Funston St., Hollywood, FL 33023 (305) 963-5242.

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ADVERTISER	PAGE
AGI Industries Inc. *(Circle No. 112)*	225
Accuride *(Circle No. 133)*	248-249
Agati *(Circle No. 181)*	50
Alex Stuart Design *(Circle No. NRS)*	314
Allsteel Inc. *(Circle No. 15)*	20-21
Allied Fibers *(Circle No. 16)*	22
Allyn Bank Equipment *(Circle No. 25)*	36
The Alma Companies *(Circle No. 7)*	10
American Seating *(Circle No. 20)*	29
Amotek/Lusa *(Circle No. 94)*	157
Amtab Mfg. Co *(Circle No. 169)*	341
Architectural Wall Systems *(Circle No. 39)*	60
The Arnold Group *(Circle No. 26,27,28,82)*	37-40
Artec *(Circle No. 44)*	66-67
Atelier Int'l Ltd. *(Circle No. 24)*	35
BASF *(Circle No. 21)*	30-31
Bali Blinds/Carey McFall *(Circle No. 92)*	154
Benedetti Corp. *(Circle No. 30)*	42
Bentley Carpet Mills *(Circle No. 43)*	64-65
Berne Furniture Co. Inc. *(Circle No. 49)*	78
Bigelow Sanford *(Circle No. 74)*	120-121
Boling Co. *(Circle No. 2)*	163
Borroughs *(Circle No. 123,124,125,126)*	238-239
Brayton International *(Circle No. 17)*	23
Brookside Veneer *(Circle No. 165)*	338
Brueton Industries *(Circle No. 33)*	46
Brunschwig & Fils *(Circle No. 67)*	108-109
The Buckstaff Company *(Circle No. 174)*	344
Cano Corporation *(Circle No. 142)*	251
Carey McFall/Bali Blinds *(Circle No. 92)*	154
Carnegie Fabrics *(Circle No. NRS)*	173
Carter Industries *(Circle No. 120)*	235
Charlotte Co. *(Circle No. 106)*	177
Cohama Specifier Contract Fabrics *(Circle No. 31)*	43
Contemporary Hides *(Circle No. 173)*	344
Corry Hiebert *(Circle No. 45)*	70-71
Creative Dimensions *(Circle No. 136)*	252
Cumberland Furniture Corp. *(Circle No. 101)*	169
Custom Executive Office Inc. *(Circle No. 172)*	342
Custom Resource Inc. *(Circle No. 41)*	48
Da-Lite Screen Co. Inc. A Heritage Communications Co. *(Circle No. 134)*	318
Dan River Inc. *(Circle No. 139)*	90
Davis Furniture Inds. *(Circle No. 70)*	107
Design Center N.W. *(Circle No. 147)*	324
Desk Pro Inc. *(Circle No. 22)*	32
Dow Corning Corporation *(Circle No. 143)*	320
DuPont (Antron Carpet) *(Circle No. 51)*	84-85
DuPont Cordura Upholstery Fabric *(Circle No. 91)*	152-153
DuPont/Keldex *(Circle No. 127)*	240-241
DuPont Co.-Engineering Polymers *(Circle No. 167)*	161
Durkan Patterned Carpets *(Circle No. 11)*	14-15
EMU *(Circle No. 183)*	343
EST Co. Inc. *(Circle No. 146)*	323
Estel USA *(Circle No. 5)*	5
Eurotex *(Circle No. 9)*	12
Executive Furniture *(Circle No. 1)*	Cov. II
Fixtures *(Circle No. 18)*	25
Frankel Associates *(Circle No. 128)*	242
GF Furniture Systems *(Circle No. 93)*	155
Gas Spring Company *(Circle No. 115)*	229
Gerard Metal Craftsmen *(Circle No. 29)*	41
Girsberger *(Circle No. 55)*	91
B.F. Goodrich Co. *(Circle No. 36)*	49
Grahl International Inc. *(Circle No. 23)*	33-34
Gregson Furniture Inds. *(Circle No. 163)*	337
Gulistan Carpet/Div. of J.P. Stevens *(Circle No. 88)*	148-149
Hag U.S.A. *(Circle No. 148)*	325
Hamilton Sorter Co. *(Circle No. 184)*	139-141
Harter Corp. *(Circle No. 90)*	236A,B-237
Hayes *(Circle No. 176)*	Cover 4
Hercules *(Circle No. 95)*	158-159
S.M. Hexter Co. *(Circle No. 155)*	328
Hickory Furniture/Contract *(Circle No. 156)*	330
High Point Furniture *(Circle No. 10) (144)*	13,343
Highsmith Co. *(Circle No. 103)*	172
Hoechst Fibers Inc. *(Circle No. 100,179,185)*	165-167
The HON Company *(Circle No. 72)*	118
Howe Furniture Corp. *(Circle No. 107)*	179
Hunter Douglas Inc. Window Fashion Division *(Circle No. 96)*	160
IBIS Furniture *(Circle No. 37)*	82
ICI *(Circle No. 130)*	244-245
Innovative Products for Interiors (IPI) *(Circle No. 64)*	99
Institute of Business Designers (IBD) *(Circle No. 168)*	341
International Design Center, NY (I.D.C.N.Y.) *(Circle No. 182)*	138
*International Market Square *(Circle No. 86)*	146A&B
Int'l. Masonry Institute *(Circle No. 160)*	334
Invincible Metal Products *(Circle No. 6)*	6
Jofco *(Circle No. 3)*	2
Johnson Inds. *(Circle No. 177)*	321
Karastan/Bigelow *(Circle No. 178)*	79-81
Karastan Rug *(Circle No. 38)*	58-59
Kimball Office Furniture *(Circle No. 44)*	66-67
Kinney Contract Wallcovering *(Circle No. 137)*	253
Knoll International *(Circle No. 50)*	8-9
Koch & Lowy *(Circle No. 54)*	88
Krueger Inc. *(Circle No. 56,79)*	92,132-133
H. Krug Furniture Co. Ltd. *(Circle No. 175)*	Cover 3
L.U.I. *(Circle No. 157)*	331
Lees Commercial Carpet Company *(Circle No. 71)*	116-117
Lee/Jofa Fabrics *(Circle No. 73)*	119
Lehigh Leopold *(Circle No. 52)*	87

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For more information on advertisers in this issue, circle corresponding reader service numbers.

ADVERTISER	PAGE
Loboflor (Bonar & Flotex) *(Circle No. 46)*	72
Loewenstein/Oggo *(Circle No. 40)*	61
Harry Lunstead Designs Inc. *(Circle No. 102)*	170-171
J.M. Lynne Co. *(Circle No. 60)*	83
M&H Seating/Miller Desk *(Circle No. 114)*	228
Magnunson Group *(Circle No. 170)*	341
Cy Mann *(Circle No. 89)*	150
Martin Design Int'l. *(Circle No. 138)*	313
Merchandise Mart *(Circle No. 14)*	18
Metcor *(Circle No. 87)*	147
Miller Desk/M&H Seating *(Circle No. 114)*	228
Milliken *(Circle No. 77)*	126-127
Herman Miller Inc. *(Circle No. 59)*	96-97
Modern Mode *(Circle No. 65)*	104-105
Mueller Furniture Corp. *(Circle No. 12)*	16
Myrtle Desk Co. *(Circle No. 135)*	250
Nemschoff Chairs Inc. *(Circle No. 159)*	333
Opaline Porcelain Tile *(Circle No. 141)*	86
Open Plan Accessories *(Circle No. 4)*	4
Palazzetti *(Circle No. 122)*	237
Panel Concepts *(Circle No. 34)*	47
Paoli Inc. *(Circle No. 140)*	317
Parness Office Consultants Inc. *(Circle No. 162)*	150
Patcraft Mills Inc. *(Circle No. 116)*	230-231
Patrician *(Circle No. 42)*	63
Peter Pepper Products *(Circle No. 105)*	176
Philadelphia Carpets *(Circle No. 113)*	226-227
Profile Press *(Circle No. 164)*	338
Reff Products *(Circle No. 85)*	144-145
Ben Rose Fabrics *(Circle No. 19)*	26-27
Rose Johnson Inc. *(Circle No. 68)*	110
Rosemount Office Systems *(Circle No. 80)*	134
Russ Bassett Company *(Circle No. 111)*	224
St. Timothy Chair *(Circle No. 166)*	339
Samsonite Corp. *(Circle No. 151/152,153/154)*	326,327
Scandiline Industries Inc. *(Circle No. 129)*	243
Schumacher/Contract *(Circle No. 75)*	122
Shaw-Walker Company *(Circle No. 110)*	222-223
Shelby Williams *(Circle No. 47)*	73-76
Sico-Hospitality *(Circle No. 131)*	246
Simonton Inds. *(Circle No. 180)*	336
Sligh Furniture *(Circle No. 118)*	233
Smith System Mfg. Co. *(Circle No. 145)*	322
Smokador *(Circle No. 66)*	106
Spec'built *(Circle No. 109)*	221
Sterling Engineered Products Inc. *(Circle No. 150)*	50-56
Styline *(Circle No. 108)*	180
Summitville Tiles Inc. *(Circle No. 158)*	332
Suspa *(Circle No. 161)*	335
Swatchcraft *(Circle No. 8)*	11
Tab Products *(Circle No. 62)*	100
Taylor Chair *(Circle No. 149)*	329
Thybony Wallcoverings *(Circle No. 57)*	93-95
Trendway *(Circle No. 132)*	247
Tri-Guards Inc. *(Circle No. 171)*	342
Tuohy Furniture *(Circle No. 76)*	123
Uniroyal Inc. *(Circle No. 78)*	128-131
United Chair *(Circle No. 117)*	232
USG Interiors Inc. *(Circle No. 104)*	174-175
The Valley Co. *(Circle No. 98)*	162
Vecta *(Circle No. 32)*	44-45
Virco Mfg. Co. *(Circle No. 121)*	236
Vitra Inc. *(Circle No. 48)*	57
West Point Pepperell *(Circle No. 69)*	111-113
Westin-Nielsen *(Circle No. 63)*	101
Westinghouse Furniture Systems *(Circle No. 81)*	136-137
Ralph Wilson Plastics/Wilsonart *(Circle No. 13)*	17
Wool Bureau *(Circle No. 119)*	234
Worden Co. *(Circle No. 97)*	319
Xception Furniture *(Circle No. 83)*	143

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